

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 28, 1979

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	SUPER BOWL XIII GAME(S)	47.1	35,090	1	SUPER BOWL XIII GAME(S)	36.5	74,740
2	LAVERNE AND SHIRLEY	33.9	25,260	2	LAVERNE AND SHIRLEY	27.8	56,800
3	HAPPY DAYS	32.8	24,440	3	HAPPY DAYS	27.2	55,580
4	SUPER BOWL XIII POST(S)	31.8	23,690	4	MORK & MINDY	26.8	54,910
5	MORK & MINDY	31.0	23,100	5	MORK & MINDY HOUR SPECIAL(S)	25.2	51,500
6	EIGHT IS ENOUGH	29.2	21,750	6	SUPER BOWL XIII POST(S)	24.5	50,060
7	THREE'S COMPANY	29.1	21,680	7	DELTA HOUSE(S)	23.4	47,940
8	TAXI#	28.6	21,310	8	EIGHT IS ENOUGH	23.2	47,420
9	CHARLIE'S ANGELS#	28.4	21,160	9	WHAT'S HAPPENING#	22.9	46,910
9	DELTA HOUSE(S)	28.4	21,160	10	THREE'S COMPANY	21.1	43,280
11	MORK & MINDY HOUR SPECIAL(S)	27.9	20,790	11	CHARLIE'S ANGELS#	20.9	42,790
12	M*A*S*H	27.7	20,640	12	TAXI#	20.5	42,000
13	ALICE	27.0	20,120	13	ALICE	20.0	40,950
14	WHAT'S HAPPENING#	26.9	20,040	14	M*A*S*H	19.7	40,260
15	ALL IN THE FAMILY	24.7	18,400	15	BATTLESTAR: GALACTICA	18.6	38,030
16	VEGA\$	24.6	18,330	16	ALL IN THE FAMILY	17.7	36,290
17	BARNEY MILLER	23.7	17,660	17	CAPTAIN AMERICA(S)	17.5	35,810
18	FANTASY ISLAND#	23.5	17,510	18	FANTASY ISLAND#	17.5	35,760
19	ABC SUNDAY NIGHT MOVIE	23.4	17,430	19	ABC SUNDAY NIGHT MOVIE	17.3	35,400
				20	DELTA HOUSE#	17.2	35,280

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIII GAME(S)	30.1	23,510
2	LAVERNE AND SHIRLEY	27.8	21,710
3	HAPPY DAYS	26.3	20,500
4	MORK & MINDY	25.6	20,000
5	EIGHT IS ENOUGH	25.0	19,540
6	THREE'S COMPANY	24.7	19,260
7	TAXI#	24.2	18,900
8	ALICE	24.2	18,890
9	CHARLIE'S ANGELS#	23.4	18,250
10	WHAT'S HAPPENING#	22.8	17,770
11	M*A*S*H	22.7	17,730
12	DELTA HOUSE(S)	22.6	17,630
13	MORK & MINDY HOUR SPECIAL(S)	22.4	17,450
14	SUPER BOWL XIII POST(S)	22.1	17,250
15	ALL IN THE FAMILY	21.9	17,090
16	FANTASY ISLAND#	20.7	16,170
17	VEGA\$	20.1	15,690
18	WALTONS	19.7	15,390
19	BARNEY MILLER	19.6	15,280

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIII GAME(S)	48.6	34,060
2	SUPER BOWL XIII POST(S)	30.0	21,020
3	MORK & MINDY	21.5	15,100
4	DELTA HOUSE(S)	20.8	14,600
5	LAVERNE AND SHIRLEY	20.2	14,190
6	HAPPY DAYS	20.0	14,040
7	M*A*S*H	19.9	13,960
8	SUPER BOWL XIII PRE(S)	19.7	13,780
9	MORK & MINDY HOUR SPECIAL(S)	19.6	13,710
10	ALICE	19.3	13,560
11	WHAT'S HAPPENING#	19.0	13,300
12	EIGHT IS ENOUGH	18.8	13,160
13	ABC SUNDAY NIGHT MOVIE	18.6	13,070
14	TAXI#	18.4	12,900
15	60 MINUTES	18.2	12,750
16	THREE'S COMPANY	18.2	12,740
17	ALL IN THE FAMILY	18.2	12,730
18	CHARLIE'S ANGELS#	17.7	12,380
19	CAPTAIN AMERICA(S)	17.2	12,090
20	SALVAGE-ABC MOVIE SPECIAL(S)	16.9	11,850
21	BROTHERS AND SISTERS(S)	16.8	11,810
22	BATTLESTAR: GALACTICA	16.8	11,750
23	VEGA\$	16.7	11,720

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 28, 1979

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	31.7	15,330
2	LAVERNE AND SHIRLEY	31.3	15,170
3	HAPPY DAYS	30.2	14,600
4	SUPER BOWL XIII GAME(S)	29.7	14,390
5	DELTA HOUSE(S)	28.9	13,990
6	MORK & MINDY HOUR SPECIAL(S)	28.0	13,540
7	WHAT'S HAPPENING#	26.9	13,010
8	TAXI#	26.8	12,990
9	THREE'S COMPANY	26.7	12,950
10	EIGHT IS ENOUGH	25.9	12,550
11	CHARLIE'S ANGELS#	24.3	11,790
12	SOAP#	23.6	11,420
13	M*A*S*H	23.2	11,250
14	ABC SUNDAY NIGHT MOVIE	23.1	11,180
15	BARNEY MILLER	22.8	11,060
16	SUPER BOWL XIII POST(S)	22.0	10,670
17	VEGA\$	21.1	10,210
18	FAMILY	20.9	10,140
19	FANTASY ISLAND#	20.8	10,060

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WALTONS	36.5	8,610
2	SUPER BOWL XIII GAME(S)	30.1	7,090
3	ALICE	29.8	7,030
4	ALL IN THE FAMILY	28.7	6,780
5	LITTLE HOUSE-PRAIRIE	26.6	6,270
6	60 MINUTES	26.1	6,150
7	BARNABY JONES	26.0	6,130
8	HAWAII FIVE-O	25.0	5,890
9	ROCKFORD FILES#	24.8	5,850
10	GEORGE BURNS' 100TH-PARTY(S)	24.0	5,660
11	CHARLIE'S ANGELS#	23.5	5,540
12	EIGHT IS ENOUGH	23.4	5,510
13	CHIPS	22.5	5,310
14	DEAN MARTIN CELEB. ROAST(S)	22.3	5,250
15	ALL STAR FAMILY FEUD(S)	22.0	5,180
16	DIFF'RENT STROKES	21.2	5,000
17	LAVERNE AND SHIRLEY	21.0	4,950
18	SUPER BOWL XIII POST(S)	20.6	4,850
19	M*A*S*H	20.4	4,810
19	TIM CONWAY SHOW(S)	20.4	4,810
21	THREE'S COMPANY	20.2	4,760

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIII GAME(S)	49.4	22,760
2	SUPER BOWL XIII POST(S)	29.7	13,680
3	DELTA HOUSE(S)	24.3	11,180
4	MORK & MINDY	24.1	11,110
5	SUPER BOWL XIII PRE(S)	22.4	10,340
6	HAPPY DAYS	22.3	10,290
7	MORK & MINDY HOUR SPECIAL(S)	22.0	10,150
8	LAVERNE AND SHIRLEY	22.0	10,120
9	ABC SUNDAY NIGHT MOVIE	21.1	9,710
10	BATTLESTAR: GALACTICA	20.8	9,590
11	WHAT'S HAPPENING#	20.3	9,370
12	M*A*S*H	18.8	8,680
13	THREE'S COMPANY	18.3	8,430
14	DELTA HOUSE#	18.1	8,330
14	SALVAGE-ABC MOVIE SPECIAL(S)	18.1	8,330
16	EIGHT IS ENOUGH	18.1	8,320
17	BROTHERS AND SISTERS(S)	18.0	8,290
18	TAXI#	17.9	8,230
19	BARNEY MILLER	17.5	8,080
20	FANTASY ISLAND SPECIAL(S)	17.0	7,830
21	SOAP#	16.5	7,620
22	CAPTAIN AMERICA(S)	16.3	7,510
22	VEGA\$	16.3	7,510
24	HOW THE WEST WAS WON	16.2	7,460

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIII GAME(S)	48.2	8,910
2	SUPER BOWL XIII POST(S)	31.5	5,820
3	WALTONS	27.9	5,170
4	ALL IN THE FAMILY	27.7	5,130
5	ALICE	27.6	5,100
6	BARNABY JONES	26.2	4,840
7	ROCKFORD FILES#	25.1	4,650
8	60 MINUTES	24.8	4,590
9	DEAN MARTIN CELEB. ROAST(S)	23.9	4,430
10	GEORGE BURNS' 100TH-PARTY(S)	22.2	4,100
11	HAWAII FIVE-O	21.7	4,010
12	CENTENNIAL	21.6	4,000
13	CBS EVENING NEWS-CRONKITE	21.2	3,930
13	CHARLIE'S ANGELS#	21.2	3,930
15	TAXI#	21.0	3,890
16	LITTLE HOUSE-PRAIRIE	20.9	3,860
17	M*A*S*H	20.8	3,850
18	TIM CONWAY SHOW(S)	19.9	3,680
19	CBS SAT. NEWS-SCHIEFFER	19.8	3,660
20	EIGHT IS ENOUGH	19.3	3,570

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																WOMEN		TEENS		CHILDREN		TOTAL		18-		18-		25-		55-		55+			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	CHILDREN (2-11) 6-11						
•EVENING																																			
ABC COMMENTARY(S)										181	A	17.0	27	1267	1689	691	250	767	319	482	419	135^233	543	196	317	254	163^195	173^	83^	206	150^				
2 TUE. 9.37P 9 ABC N										95																									
ABC FRIDAY NIGHT MOVIE										13	195	192	A	20.3	34	1512	2158	830	332	908	410	662	531	99	179	649	291	457	373	95	136	286	167	315	237
FRI. 9.00P 120 ABC FF										99	99		B	19.3	33	1438	1962	773	321	856	373	581	473	110	212	636	275	432	369	94	151	204	124	266	196
9.00 - 9.30													A	19.4	31	1445	2235	815	326	903	387	632	512	102	201	639	268	436	369	102	149	293	166	400	281
9.30 - 10.00													A	19.5	32	1453	2193	848	327	919	412	660	524	105	193	640	280	443	362	100	140	299	165	335	252
10.00 - 10.30													A	21.2	36	1579	2118	830	332	904	417	680	542	96	161	657	305	472	388	89	123	274	170	283	224
10.30 - 11.00													A	21.0	36	1565	2095	829	339	905	425	675	541	96	161	654	306	474	375	88	128	281	166	255	201
ABC NEWSBRIEF-M-F										93	180	182	A	22.5	34	1676	2135	793	317	883	390	604	508	96	207	600	259	402	331	92	151	270	144	382	262
M & F 8.58P 1 ABC N										95	95		B	19.4	30	1445	1925	734	289	816	358	549	450	94	204	609	266	397	331	91	164	214	116	286	202
1 TU-TH 9.58P 1																																			
2 TUE. 8.57P 2																																			
2 W & TH 9.58P 1																																			
ABC NEWSBRIEF-SAT.										19	188	188	A	23.3	38	1736	2153	790	315	842	293	495	465	131	256	679	265	407	368	93	186	269	166	363	238
1 SAT. 8.58P 1 ABC N										96	96		B	21.2	36	1579	1999	748	287	830	304	516	460	118	238	626	240	390	356	90	174	204	112	339	247
2 SAT. 9.28P 1																																			
ABC NEWSBRIEF-SUN.										19	191	184	A	20.4	29	1520	2405	681	285	760	454	630	471	77^104	779	476	625	447	65^113	337	138	529	351		
SUN. 8.58P 1 ABC N										96	95		B	18.9	28	1408	2240	674	293	757	414	598	435	71	125	741	410	587	473	62	107	272	117	470	320
ABC SUNDAY NIGHT MOVIE										16	196</																								

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. ID	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 34	55- 64	55+	TOTAL	18- 34	18- 49	25- 34	55- 64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	6-11
EVENING CONT'D																															
BARNEY MILLER							17	188	190	A	23.7	35	1766	1994	772	304	865	407	626	489	68^173	642	293	459	381	81	131	252	138	235	169
1	THU.	9.00P	30	ABC	CS		98	99	B	23.3	37	1736	1945	739	313	819	387	585	463	81	173	653	327	472	383	76	132	234	127	239	169
2	THU.	9.00P	60						A	23.8	35	1773	2044	778	322	875	417	636	495	63^165	670	311	480	402	78	135	256	133	243	173	
		9.00 - 9.30							A	23.4	35	1743	1903	767	266	851	388	607	483	76^187	590	258	413	335	89^128^	246	149	216	156		
BATTLESTAR: GALACTICA							15	199	192	A	20.6	30	1535	2478	681	276	758	461	632	473	69^ 96	765	468	627	468	60^ 99	358	144	597	394	
	SUN.	8.00P	60	ABC	SF		99	98	B	20.7	32	1542	2361	654	287	739	437	618	449	54 92	770	446	640	512	52 85	319	133	533	377		
		8.00 - 8.30							A	19.7	29	1468	2487	682	284	758	457	629	467	75^102	751	448	612	468	59^ 99	349	145	629	412		
		8.30 - 9.00							A	21.4	31	1594	2474	686	273	764	467	638	477	67^ 97	779	485	636	468	59^101	362	142	569	378		
BIG EVENT-TUE.							14	200	200	A	18.3	30	1363	1743	617	220	723	227	392	335	120 273	749	249	435	419	118 226	104 37^	167	104		
1	TUE.	9.00P	120	NBC	FV		98	98	B	18.1	29	1348	1662	749	265	816	254	445	438	128 289	605	198	341	334	111 201	110 44	131	91			
2	TUE.	8.00P	60																												
		9.41P	116																												
		8.00 - 8.30							A	19.1	29	1423	1801	610	195	701	221	366	303	94^276	774	247	409	415	151^282	137^ 51^	189	145^			
		8.30 - 9.00							A	20.3	30	1512	1819	619	207	711	222	387	338	102^258	777	266	441	424	133^262	144^ 46^	187	149^			
		9.00 - 9.30							A	13.1	19	976	1743	682	310	873	219^	404	336	148^417	537	112^	215^261	105^239^	51^ 20^	282	139^				
		9.30 - 10.00							A	14.4	22	1073	1904	679	318	870	263	419	329	179^392	632	217^	325	307	97^223^	81^ 50^	321	159^			
		10.00 - 10.30							A	18.3	30	1363	1763	605	213	725	249	414	344	120 254	758	247	456	443	111 213	106 41^	174	93			
		10.30 - 11.00							A	18.2	32	1356	1660	623	205	697	206	380	347	126 260	749	254	447	422	118 206	87^ 32^	127	79^			
		11.00 - 11.30							A	22.3	44	1661	1671	592	217	661	222	374	326	107^217	847	316	561	477	116^211	95^ 26^	68^ 48^				
BOB HOPE SPECIAL(S)								202	A	16.5	26	1229	1754	772	236	859	224	454	449	151^310	703	205	366	391	149^258	110^ 41^	82^ 68^				

2	SUN.	10.00P	60	NBC	GV		99	A 16.5	26	1229	1766	772 222	851 219	445 436	141^314	699 208	365 388	149^253	116^ 43^	100^ 74^
		10.00 - 10.30						A 16.6	27	1237	1723	769 247	862 228	459 458	157^305	701 202	364 389	150^260	98^ 38^	62^ 62^
BROTHERS AND SISTERS																				
2	FRI.	8.30P	30	NBC	CS		98	A 15.7	26	1170	2191	813 258	881 333	550 460	143^255	694 280	422 330	71^204^	257 141^	359 280
								B 15.7	26	1170	2191	813 258	881 333	550 460	143 255	694 280	422 330	71 204	257 141	359 280
BROTHERS AND SISTERS(S)																				
1	SUN.	8.12P	30	NBC	CS		97	A 21.0	32	1565	2027	749 256	815 296	529 444	118^211	754 292	529 456	140^188	294 130^	164 107^
CALIFORNIA GIRLS(S)																				
2	WED.	10.00P	30	NBC	GV		95	A 13.0	21	969	1912	725 239^	843 405	606 482	69^184^	780 355	547 373	82^197^	173^ 66^	116^ 80^
CAPTAIN AMERICA(S)																				
1	FRI.	8.00P	120	CBS	SF		99	A 20.8	33	1550	2310	770 251	797 328	552 489	95^192	781 266	485 448	127^211	190 58^	542 369
		8.00 - 8.30						A 18.7	30	1393	2309	768 249	808 321	535 448	111^220	786 224	428 448	132^241	178 54^	537 346
		8.30 - 9.00						A 21.4	34	1594	2405	790 263	827 342	580 503	99^197	835 289	515 486	142^224	188 63^	555 379
		9.00 - 9.30						A 21.6	34	1609	2310	786 257	800 340	569 522	88^181	762 280	508 439	117^191	196 58^	552 378
		9.30 - 10.00						A 21.3	33	1587	2233	750 236	764 308	530 484	87^181	744 266	487 428	119^186	190 56^	535 375
CBS EVENING NEWS-CRONKITE																				
	M-F	6.30P	30	CBS	N		99	A 16.9	28	1259	1670	685 172	751 192	307 299	139 377	680 182	305 304	132 313	88 39^	151 86
								B 14.7	27	1095	1637	709 214	767 178	317 327	146 376	629 169	275 290	139 298	96 45	145 83
CBS EVENING NEWS(B)																				
2	SUN.	6.30P	30	CBS	N		56	A 8.0	14	596	1992	856 207^	875 231^	287^329^	181^514	711 219^	249^265^	269^394^	32^ 32^	374^ 258^
CBS EVENING NEWS																				
1	SUN.	6.30P	30	CBS	N		84	A 7.8	12	581	1716	848 288^	920 242^	424 343^	196^453	554 187^	338^268^	80^216^	119^ 55^	123^ 49^
								B 8.0	14	596	1683	748 258	826 182	296 294	184 463	686 180	299 308	129 314	87 46	84 50
CBS NEWS SPECIAL REPORT(S)																				
2	TUE.	9.39P	21	CBS	N		99	A 10.9	17	812	1569	671 234^	750 77^	196^209^	157^511	660 149^	282^273^	161^370	59^ 16^	100^ 51^











## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	WOMEN	
18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																						
EVENING CONT'D																																	
LEGEND OF--SUPERHEROES(S)										194	A	11.5	17	857	2070	605	211^	691	321	503	400	91^	149^	507	159^	379	371	37^	87^	206^	65^	666	391
1 THU. 8.00P 60 NBC GV										97	A	10.7	16	797	2014	597	194^	673	324	485	355	94^	155^	477	141^	360	372	39^	83^	218^	79^	646	380
8.00 - 8.30											A	12.3	18	916	2104	615	224^	705	316	515	436	84^	143^	528	172^	389	366	34^	89^	190^	51^	681	399
8.30 - 9.00											A	10.5	16	782	2379	612	216^	747	283^	464	416	76^	214^	571	233^	302^	347	83^	174^	329	93^	732	473
LEGEND OF--SUPERHEROES(S)										192	A	9.6	14	715	2379	634	218^	773	269^	423	381	88^	278^	571	229^	295^	324^	74^	190^	305^	91^	730	475
2 THU. 8.00P 60 NBC GV										98	A	11.4	17	849	2369	586	211^	717	293	492	443	68^	158^	568	232^	306	367	93^	161^	352	98^	732	471
8.00 - 8.30											A	21.8	31	1624	1904	762	225	857	232	389	365	151	387	585	196	284	232	95	238	158	107	304	177
1 MON. 8.00P 60 NBC GD										98 98	B	24.6	37	1833	1977	800	270	904	295	459	419	142	360	551	180	275	259	95	215	182	109	340	225
2 MON. 8.00P 90											A	21.3	30	1587	1891	740	221	837	221	374	353	144	380	596	203	291	242	104	240	156	103	302	175
8.00 - 8.30											A	22.7	31	1691	1914	763	224	857	229	382	358	157	392	587	199	289	235	101	233	160	108	310	172
8.30 - 9.00											A	21.0	30	1565	1909	802	234	894	260	435	407	153^	386	560	178	264	214	65^	243	162	113^	293	185
9.00 - 9.30											A	20.4	33	1520	1755	806	296	841	344	565	481	84	198	633	288	437	376	74^	147	174	95	107	66^
LOU GRANT MON. 10.00P 60 CBS GD										15 99 98	B	20.3	32	1512	1698	819	319	888	355	583	496	103	222	589	256	379	339	83	158	150	75	71	50
10.00 - 10.30											A	20.4	32	1520	1764	810	301	841	344	564	478	88	204	621	281	431	370	71^	143	186	103	116	68^
10.30 - 11.00											A	20.3	34	1512	1747	803	292	842	344	566	487	79^	193	643	293	442	380	77^	151	165	90	97	62^
LOVE BOAT 1 SAT. 8.00P 60 ABC CS										17 98 99	A	21.3	35	1587	2206	798	316	854	292	499	457	128	267	704	273	423	375	93	199	265	159	383	247
											B	22.1	38	1646	2033	764	284	850	311	513	454	126	260	616	237	382	346	89	173	200	108	367	258
2 SAT. 8.30P 60											A	20.1	33	1497	1971	686	254	737	211	373	372	160^	282	664	223	363	341	101^	231	259	164	311	189
8.00 - 8.30											A	19.1	31	1423	2289	795	320	849	302	515	469	121	247	735	298	456	399	93	194	291	170	414	263
8.30 - 9.00											A	26.6	43	1982	2268	884	351	944	336	569	499	116^	282	687	279	424	365	86^	179	238	141	399	269
9.00 - 9.30											A	27.7	39	2064	1951	799	313	860	341	546	468	115	234	675	275	420	402	94	185	225	102	191	142
M*A*S*H MON. 9.00P 30 CBS CS										18 99 99	B	25.9	38	1930	1937	783	324	860	364	572	474	105	217	636	289	417	372	83	165	217	103	224	156
MORK & MINDY THU. 8.00P 30 ABC CS										17 99 99	A	31.0	46	2310	2377	769	352	868	435	666	497	45^	136	654	321	483	393	57	114	359	181	496	361
											B	27.2	44	2026	2296	710	315	799	415	620	475	62	122	632	333	485	381	55	99	349	182	516	371
MORK & MINDY HOUR SPECIAL(S)										192	A	27.9	38	2079	2477	741	307	840	436	652	522	32^	119	659	307	488	388	65^	122	357	171	621	470
1 MON. 8.00P 60 ABC CS										99	A	27.1	37	2019	2480	753	298	851	437	652	533	34^	124	664	302	486	399	67^	124	345	169	620	468
8.00 - 8.30											A	28.8	38	2146	2458	726	312	823	435	646	509	29^	113^	646	307	484	378	62^	118	370	173	619	469
8.30 - 9.00											A	17.8	27	1326	1788	800	250	901	272	519	491	124	304	652	232	379	297	104	216	135	54^	100	46^
NBC MONDAY NIGHT MOVIES 1 MON. 9.00P 120 NBC FF										17 98 98	B	20.9	32	1557	1752	814	294	906	331	536	483	130	281	563	209	333	300	89	177	149	83	134	101
2 MON. 9.30P 90											A	21.5	30	1602	1845	819	259	939	291	544	530	131^	297	560	164	328	257	103^	191	180	80^	166	75^
9.00 - 9.30											A	17.7	26	1319	1823	847	261	937	290	536	513	140	324	614	202	337	275	101	215	139	66^	133	63^
9.30 - 10.00											A	16.9	26	1259	1761	787	251	881	268	515	493	109	285	692	266	414	327	95^	215	125	37^	63^	24^
10.00 - 10.30											A	16.9	28	1259	1754	754	232	861	245	487	449	119	303	719	275	422	324	118	237	115	41^	59^	31^
10.30 - 11.00											A	14.4	21	1073	1925	736	235	803	247	430	395	139	310	643	221	349	306	94	229	183	83	296	194
NBC NEWS UPDATE--M-F 1 MTUHF 8.58P 1 NBC N										77 89 91	B	15.8	24	1177	1889	731	249	813	255	422	389	142	318	635	220	354	325	114	223	158	72	283	194
1 WED. 9.01P 1																																	
2 MON. 9.28P 1																																	
2 WED. 9.15P 1																																	
2 TH & F 8.58P 1																																	



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE	ING WOM.	TOTAL	WOMEN				
18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	FEM.	TOTAL	6-11																						
EVENING CONT'D																																				
NBC NEWS UPDATE-SAT.										16	181	193	A 17.0	28	1267	2302	809	236	904	244	421	447	135	372	734	302	437	336	96^218	190	102	474	338			
SAT.										8.58P	1	NBC N	88	93	B 16.8	29	1252	2165	746	251	840	282	468	423	132	296	680	258	410	364	102	199	208	100	437	307
NBC NEWS UPDATE-SUN.										14	193	194	A 17.0	25	1267	1882	780	221	817	239	473	429	157	292	801	233	410	356	192	331	123	68^	141	103		
1 SUN.										9.42P	1	NBC N	93	94	B 18.3	27	1363	2058	777	248	839	265	469	441	138	302	780	273	463	420	125	247	164	79	275	183
2 SUN.										9.00P	1																									
NBC NIGHTLY NEWS-SAT.										14	144	149	A 9.6	17	715	1614	727	180	777	159^	276	307	184	436	607	176	271	228	92^282	35^	LT	195	111^			
SAT.										6.30P	30	NBC N	82	81	B 8.4	16	626	1669	765	183	825	197	349	328	159	413	644	158	272	259	113	310	67	27	133	76
NBC NIGHTLY NEWS-SUN.										7	152		A 11.1	20	827	1740	750	231^	823	234^	361	373	96^344	662	159^	286^330	134^281^	108^	68^	147^	60^					
2 SUN.										6.30P	30	NBC N	82		B 8.0	14	596	1663	711	165	754	185	288	289	138	383	689	166	293	336	121	316	58	25	162	69
NBC NIGHTLY NEWS										79	206	204	A 14.1	24	1050	1680	737	228	823	197	344	322	194	400	649	172	298	272	131	299	91	34^	117	77		
M-F										6.30P	30	NBC N	99	99	B 13.2	24	983	1651	734	217	800	186	336	329	178	389	662	170	294	266	130	310	69	29	120	84
NBC SATURDAY NIGHT MOVIES(S)										201			A 13.8	24	1028	2009	739	277	848	376	548	426	112^239^	713	348	500	375	83^181^	169^	107^	279	220^				
2 SAT.										9.00P	120	NBC FF	98																							
9.00 - 9.30													A 14.0	23	1043	1945	672	267	802	354	485	369	102^242	704	344	486	371	72^185^	136^	78^	303	245				
9.30 - 10.00													A 13.1	22	976	2077	727	302	856	397	557	425	115^239^	729	376	532	390	75^175^	154^	106^	338	257				
10.00 - 10.30													A 12.8	22	954	1963	759	270	846	360	560	459	122^231^	695	324	471	363	94^186^	173^	110^	249^	192^				
10.30 - 11.00													A 15.6	29	1162	1996	775	266	861	379	575	437	108^234	707	334	501	373	90^176^	203^	126^	225	189^				
NEWSBREAK-M-F										89	169	165	A 15.5	23	1155	1906	786	267	846	255	432	387	156	345	652	204	334	312	118	246	134	60	274	175		
1 M-F										8.58P	1	CBS N	90	90	B 15.8	24	1177	1943	750	275	828	288	461	404	132	297	603	216	338	317	99	210	167	74	345	211
1 TUE.										8.57P	2																									
1 FRI.										8.55P	1																									
2 M-F										8.58P	1																									
NEWSBREAK-SAT.										18	161	165	A 14.1	23	1050	1994	750	298	818	270	451	415	141	285	649	204	310	331	158	268	179	44^	348	263		
1 SAT.										8.57P	2	CBS N	91	94	B 13.0	22	969	1960	769	274	842	268	454	410	131	309	617	201	348	331	104	214	186	93	315	211
2 SAT.										8.58P	1																									
NEWSBREAK-SUN.										17	168	169	A 24.8	35	1848	2060	825	351	954	324	517	428	136	336	672	184	363	354	117	245	177	99	257	168		
SUN.										8.58P	1	CBS N	95	91	B 21.7	32	1617	1916	777	321	883	266	458	433	138	328	654	194	343	345	119	238	171	89	208	145
ONE DAY AT A TIME										2	188	190	A 16.4	24	1222	1827	783	275	840	276	460	380	163	305	594	227	348	274	92^181	196	79^	197	109			
1 WED.										9.00P	60	CBS CS	97	98	B 16.4	24	1222	1827	783	275	840	276	460	380	163	305	594	227	348	274	92	181	196	79	197	109
2 WED.										9.00P	30																									
9.00 - 9.30													A 17.2	25	1281	1805	785	302	843	272	464	383	157	300	563	211	327	254	85^177	197	82^	202	113			
9.30 - 10.00													A 14.9	22	1110	1868	778	209^	829	280	447	374	170^313	663	262	391	316	105^192^	195^	77^	181^	100^				
OSMOND FAMILY SHOW										1	179		A 16.3	25	1214	2136	739	347	792	273	476	412	141^263	630	246	400	320	105^192^	227	99^	487	339				
2 SUN.										7.00P	60	ABC GV			B 16.3	25	1214	2136	739	347	792	273	476	412	141	263	630	246	400	320	105	192	227	99	487	339
7.00 - 7.30													A 15.3	24	1140	2104	742	350	783	268	455	387	139^271	620	237	380	308	109^197^	232	99^	469	321				
7.30 - 8.00													A 17.2	26	1281	2165	741	346	803	279	498	435	145^258	639	254	416	336	102^186^	219	96^	504	355				
PAPER CHASE (B)										179			A 12.9	22	961	1926	675	285	794	333	536	450	93^199^	753	287	489	422	93^183^	100^	60^	279	233^				
1 FRI.										10.00P	60	CBS GD		96																						
10.00 - 10.30													A 13.3	22	991	1981	688	297	794	333	541	459	95^194^	753	295	493	415	97^186^	98^	56^	336	273				
10.30 - 11.00													A 12.5	21	931	1857	657	270	788	329	526	440	89^199^	746	278	481	425	89^178^	106^	65^	217^	189^				
PHENOMENON OF BENJI(S)										183			A 12.0	17	894	2397	739	201^	820	333	522	420	103^240^	565	232^	362	278	82^158^	233^	111^	779	503				
1 SUN.										7.30P	30	ABC DO		98																						
QUINCY, M.E.										15	212	204	A 18.7	28	1393	1910	773	293	879	360	596	497	112	227	598	218	380	386	87^156	185	65^	248	177			
CONT'D																																				

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PROGRAM NAME										AUDIENCE COMPOSITION																										
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
WK #	DAY	START TIME	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS PROGRAM COVERAGE	WK 1	WK 2	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
										AVG. AUD. %	AVG. SHARE %			18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+													
EVENING CONT'D																																				
QUINCY, M.E.-CONT'D																																				
	THU.	9.00P	60	NBC	OP		99	98		B 18.5	29	1378	1806	758	279	845	311	544	487	120	242	627	217	167	69											
		9.00 - 9.30								A 17.8	26	1326	1936	769	299	875	349	591	496	116	230	593	217	194	72^											
		9.30 - 10.00								A 19.5	29	1453	1891	778	289	885	371	603	495	116	227	604	218	176	57^											
ROCKFORD FILES (B)																																				
	2 THU.	10.00P	60	NBC	PD		196	98		A 14.9	25	1110	1730	681	261	803	329	559	457	57^	192^	687	254	168^	49^											
		10.00 - 10.30								A 14.7	24	1095	1782	691	277	918	339	567	463	54^	198^	686	254	172^	52^											
		10.30 - 11.00								A 15.1	26	1125	1672	670	245	787	319	550	450	60^	185^	687	254	162^	44^											
ROCKFORD FILES																																				
	1 FRI.	9.00P	60	NBC	PD		15	207		A 19.9	31	1483	1792	750	295	855	231	376	385	190	396	708	180	68^	29^											
		9.00 - 9.30								B 17.3	29	1289	1740	778	280	859	245	433	425	156	339	668	195	83	41											
		9.30 - 10.00								A 19.0	30	1416	1772	767	287	859	223	369	376	202	412	700	161^	56^	20^											
										A 20.7	32	1542	1811	735	302	849	237	383	398	180	379	718	194	82^	39^											
SALVAGE-ABC MOVIE SPECIAL(S)																																				
	1 SAT.	9.00P	120	ABC	FF		190	99		A 19.1	32	1423	2124	761	274	814	327	574	518	94^	164^	833	353	212	83^											
		9.00 - 9.30								A 18.7	30	1393	2055	752	293	805	316	551	498	102^	178	787	339	190	54^											
		9.30 - 10.00								A 18.8	31	1401	2158	744	278	800	332	563	512	90^	159^	833	351	241	98^											
		10.00 - 10.30								A 19.2	33	1430	2144	767	267	819	328	592	534	80^	150^	854	352	219	88^											
		10.30 - 11.00								A 19.7	35	1468	2125	776	256	828	333	592	527	95^	163^	850	363	201	88^											
60 MINUTES																																				
	SUN.	7.00P	60	CBS	DN		19	195	203	A 22.4	33	1669	1860	790	336	908	255	436	419	141	368	765	235	78	28^											
								99	99	B 24.6	40	1833	1793	756	308	839	232	411	397	132	338	767	235	92	36											
		7.00 - 7.30								A 21.5	33	1602	1881	797	331	920	256	436	422	146	382	767	238	76^	29^											
		7.30 - 8.00								A 23.3	34	1736	1835	782	339	894	250	433	415	135	356	760	229	79	28^											
SOAP																																				
	1 THU.	9.30P	30	ABC	CS		16	187		A 21.3	32	1587	2055	862	413	950	487	720	592	68^	134^	649	306	269	148^											
								98		B 21.7	35	1617	1908	747	334	836	435	634	496	72	141	650	360	239	132											
STARSKY AND HUTCH																																				
	1 TUE.	10.00P	60	ABC	OP		16	194	196	A 19.2	33	1430	1780	784	283	835	374	601	546	75^	150	597	301	233	120											
	2 TUE.	10.16P	60					97	99	B 18.7	31	1393	1764	729	306	818	391	591	485	72	155	598	296	209	103											
		10.00 - 10.30								A 22.7	37	1691	1852	769	248	800	340	596	543	72^	130^	656	300	269	136^											
		10.30 - 11.00								A 18.4	32	1371	1757	776	284	826	378	592	532	75^	151	591	311	230	111											
SUPER NIGHT AT-SUPER BOWL(S)																																				
	1 SAT.	9.00P	120	NBC	GV		203	99		A 18.0	30	1341	1890	694	237	741	189	382	422	132^	272	652	221	235	110^											
		9.00 - 9.30								A 19.0	31	1416	2029	748	240	795	193	396	448	146^	304	660	201	242	106^											
		9.30 - 10.00								A 19.1	31	1423	1989	688	241	734	153^	370	411	140^	275	648	213	247	112^											
		10.00 - 10.30								A 17.4	30	1296	1814	696	248	733	214	393	424	124^	260	651	237	233	115^											
		10.30 - 11.00								A 16.5	30	1229	1679	636	216	692	193^	363	393	117^	250	650	241	208	108^											
SWEEPSTAKES																																				
	2 FRI.	10.00P	60	NBC	GD		1	201		A 13.2	23	983	1765	793	196^	866	257	434	448	173^	330	621	194^	130^	75^											
		10.00 - 10.30						98		B 13.2	23	983	1765	793	196	866	257	434	448	173	330	621	194	130	75											
		10.30 - 11.00								A 12.9	22	961	1749	793	197^	861	249^	422	439	178^	341	620	193^	122^	65^											
										A 13.5	24	1006	1768	789	192^	866	265	442	456	167^	317	621	196^	135^	84^											
TAXI																																				
	1 TUE.	9.30P	30	ABC	CS		15	200		A 28.6	43	2131	1971	822	269	887	376	609	513	98^	213	605	248	255	131											
								99		B 24.8	38	1848	1891	740	312	832	399	594	469	87	178	575	282	244	133											
THREE'S COMPANY																																				
	1 TUE.	9.00P	30	ABC	CS		16	203	200	A 29.1	44	2168	1996	810	284	888	405	597	485	114	219	587	266	250	152											
	2 TUE.	9.46P	30					99	99	B 29.6	44	2205	2018	761	316	855	407	599	472	95	191	569	272	270	152											

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
											WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING WOM.	WOMEN					MEN		
TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64														55+							
EVENING CONT'D																															
TIM CONWAY SHOW(S)							192		A	20.7	28	1542	1914	764	265	846	235	446	441	139	312	694	197	363	396	119	237	89	41	285	189
1 MON. 8.00 - 8.30								A	20.8	29	1550	1938	769	278	845	233	444	447	138	314	705	211	372	391	122	246	86	39	302	187	
8.30 - 9.00								A	20.6	27	1535	1879	759	252	846	237	447	432	138	309	683	181	354	398	113	230	86	40	264	187	
TURNABOUT							1		A	16.1	26	1199	2072	855	178	963	279	485	499	206	367	628	230	342	230	104	249	138	92	343	244
2 FRI. 9.00P 30 NBC CS							97		B	16.1	26	1199	2072	855	178	963	279	485	499	206	367	628	230	342	230	104	249	138	92	343	244
VEGA\$							15	191 194	A	24.6	42	1833	1893	755	306	856	352	557	488	127	233	640	275	409	343	115	174	246	127	151	113
WED. 10.00 - 10.30								B	20.3	34	1512	1758	748	300	829	327	538	487	111	212	614	239	373	322	107	181	184	101	131	105	
10.30 - 11.00								A	24.3	40	1810	1931	752	306	859	341	552	487	131	241	649	266	407	346	122	182	252	138	171	135	
								A	24.9	44	1855	1850	757	304	851	361	559	492	126	226	629	285	411	337	111	166	239	119	131	94	
WALTONS							16	197 195	A	22.0	32	1639	1797	863	239	938	192	356	338	216	525	586	146	212	198	143	314	90	51	183	95
THU. 8.00P 60 CBS GD							99 97		B	19.4	31	1445	1837	844	270	935	231	384	364	182	476	589	156	228	246	132	297	100	56	213	113
8.00 - 8.30								A	21.2	31	1579	1781	864	223	935	180	335	327	226	545	582	131	192	178	153	333	81	43	183	92	
8.30 - 9.00								A	22.9	34	1706	1801	858	250	935	198	369	346	205	506	589	159	231	214	136	299	97	58	180	97	
WEDNESDAY MOVIE OF-WEEK							16	190 191	A	15.6	23	1162	1903	713	240	774	316	527	463	85	184	759	314	489	396	93	220	178	73	192	110
1 WED. 8.00P 180 NBC FF							95 92		B	16.6	26	1237	1813	724	259	792	312	499	441	110	226	698	290	455	399	98	185	162	73	161	108
2 WED. 8.00P 120								A	15.3	23	1140	1927	681	222	761	287	464	418	102	230	763	302	458	353	106	247	159	80	244	142	
8.00 - 8.30								A	15.2	22	1132	1884	666	217	735	288	473	432	92	194	769	309	469	380	102	238	168	70	212	128	
8.30 - 9.00								A	16.3	24	1214	1962	705	238	771	337	541	467	85	175	763	315	502	414	92	210	205	89	223	123	
9.30 - 10.00								A	15.5	23	1155	1925	690	235	737	314	512	435	83	177	784	333	522	421	87	218	193	93	211	121	
10.00 - 10.30								A	16.8	27	1252	1812	789	286	831	346	608	528	69	148	725	310	493	406	78	192	168	39	88	52	
10.30 - 11.00								A	15.2	26	1132	1756	842	291	890	353	648	583	63	151	688	311	472	384	78	181	138	36	40	22	
WEEKEND							3	202	A	9.1	16	678	1640	691	162	718	207	376	354	154	308	788	382	525	260	168	250	89	12	45	26
1 SUN. 10.42P 60 NBC DN							99		B	10.2	17	760	1745	734	221	785	263	443	433	152	265	848	375	565	462	151	215	74	11	38	29
11.00 - 11.30								A	9.6	17	715	1594	658	130	683	189	350	343	148	298	809	399	536	240	173	263	79	17	23	9	
WHAT'S HAPPENING							13	192	A	26.9	40	2004	2341	766	320	888	387	651	487	58	171	665	305	469	377	59	138	320	171	468	339
2 THU. 8.30P 30 ABC CS							97		B	24.3	39	1810	2194	692	301	788	393	597	454	68	136	621	325	474	373	59	103	316	165	469	342
WHITE SHADOW							3	175 186	A	16.0	26	1192	1916	737	303	817	251	468	432	145	274	634	197	325	333	130	232	182	50	283	212
SAT. 8.00P 60 CBS GD							94 98		B	16.5	27	1229	1997	727	306	799	250	456	416	135	267	657	218	375	363	130	212	210	68	331	235
8.00 - 8.30								A	15.2	25	1132	1903	739	299	819	244	467	436	144	276	642	191	324	333	137	236	182	59	260	194	
8.30 - 9.00								A	16.7	27	1244	1935	738	304	817	255	472	432	147	271	635	209	333	334	126	231	180	43	303	230	
WKRP IN CINCINNATI							2	193 194	A	23.2	34	1728	1879	817	320	851	360	558	462	100	220	646	265	413	385	100	177	219	91	163	107
MON. 9.30P 30 CBS CS							98 98		B	23.2	34	1728	1879	817	320	851	360	558	462	100	220	646	265	413	385	100	177	219	91	163	107
WONDER WOMAN							13	187	A	14.2	23	1058	1957	721	268	748	268	433	378	152	264	642	188	303	336	173	261	104	57	463	295
2 FRI. 8.00P 60 CBS SF							97		B	16.4	29	1222	2104	693	241	766	286	456	406	120	251	652	231	404	374	101	196	173	70	513	319
8.00 - 8.30								A	13.0	21	969	2080	726	278	753	277	443	383	146	262	672	189	325	372	158	260	123	69	532	328	
8.30 - 9.00								A	15.3	25	1140	1856	721	260	748	262	427	377	159	269	620	187	286	308	186	264	84	47	404	267	
WONDERFUL WORLD OF DISNEY							15	214	A	16.3	25	1214	2398	694	232	849	314	530	427	98	266	710	240	427	403	81	206	305	137	534	364
2 SUN. 7.00P 60 NBC FV							99		B	18.3	29	1363	2260	678	218	750	280	458	403	110	237	696	287	458	409	81	174	234	107	580	368
7.00 - 7.30								A	15.5	25	1155	2407	692	252	849	320	541	433	99	255	703	226	412	393	79	209	314	143	541	370	
7.30 - 8.00								A	17.1	26	1274	2377	688	214	839	304	514	418	97	273	713	254	439	414	81	202	298	131	527	358	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)	
•LATE FRINGE																																				
ABC WEEKEND REPORT-SAT.										16	152	151	A	7.5	15	559	1642	728	318	833	321	580	466	85^197^	565	179^	324	363	74^151^	113^	74^	131^	106^			
SAT. 11.00P 15 ABC N										88	88	B	7.8	16	581	1686	741	261	811	292	512	451	104	234	628	229	397	352	96	170	129	68	118	92		
ABC WEEKEND REPORT-SUN.										16	150	147	A	6.6	14	492	1433	633	266	695	269	486	447	41^146^	556	244^	351	288	87^156^	112^	35^	70^	70^			
1 SUN. 11.26P 15 ABC N										90	90	B	6.5	15	484	1551	732	283	802	327	551	476	81	183	607	266	436	357	62	124	90	33	52	41		
2 SUN. 11.00P 15																																				
BARETTA-11:30PM										16	147	144	A	6.7	19	499	1625	686	313	833	412	568	389	92^188^	559	275	450	332	66^99^	149^	56^	84^	79^			
1 FRI. 11.30P 65 ABC OP										89	89	B	5.7	18	425	1452	638	256	718	305	472	412	63	159	531	215	389	338	72	102	125	54	78	71		
2 FRI. 11.30P 64																																				
11.30 - 12.00												A	7.1	18	529	1699	730	353	863	405	568	403	122^207^	593	320	493	328	73^90^	138^	36^	105^	91^				
12.00 - 12.30												A	6.7	21	499	1533	623	266	789	399	547	371	63^171^	517	227^	411	337	58^100^	159^	68^	68^	68^				
CBS SUNDAY NEWS-BRADLEY										15		127	A	8.9	18	663	1627	792	259^	842	187^	442	464	182^338^	685	145^	337^404	169^281^	63^40^	37^	37^					
2 SUN. 11.00P 15 CBS N										75		B	7.8	16	581	1560	707	250	775	195	393	420	142	296	666	204	357	350	118	234	65	30	54	34		
LATE MOVIE I										78	165	164	A	8.4	28	626	1462	617	200	697	250	472	406	94^174	601	263	404	323	91^145	125	33^	39^	26^			
1 M & W 11.30P 69 CBS FF										92	92	B	7.3	26	544	1404	639	224	706	251	446	414	94	188	565	233	375	331	76	131	100	37	33	19		
1 TUE. 11.30P 73																																				
1 THU. 11.30P 26																																				
1 FRI. 11.30P 72																																				
2 MON. 11.30P 69																																				
2 TUE. 11.30P 70																																				
2 WED. 11.30P 68																																				
2 THU. 11.30P 27																																				
2 FRI. 11.30P 53																																				
11.30 - 12.00												A	8.8	26	656	1529	662	206	737	264	492	416	101	187	617	247	396	326	101	165	137	33^	38^	24^		
12.00 - 12.30												A	8.1	30	603	1408	579	192	657	232	453	400	87^160	591	277	409	315	77^131	124	36^	36^	25^				
LATE MOVIE II										77	164	164	A	5.3	28	395	1354	598	220	664	299	475	372	84^143^	529	241	387	341	89^104^	133^	68^	28^	16^			
1 MON. 12.39A 46 CBS FF										92	92	B	4.8	27	358	1286	586	231	661	273	441	385	83	159	521	253	394	326	62	84	84	39	20	LT		
1 TUE. 12.43A 45																																				
1 WED. 12.42A 42																																				
1 THU. 12.07A 49																																				
1 FRI. 12.45A 41																																				
2 MON. 12.42A 45																																				
2 TUE. 12.43A 44																																				
2 WED. 12.41A 40																																				
2 THU. 12.06A 45																																				
2 FRI. 12.45A 43																																				
12.00 - 12.30												A	6.7	27	499	1535	782	261	794	301	553	422	103^194^	595	206^	368	365	120^150^	146^100^	LT	LT					
12.30 - 1.00												A	5.9	30	440	1525	711	279	746	287	502	399	116^185	560	231	347	326	130^142	160	118^	59^	32^				
1.00 - 1.30												A	5.0	31	373	1279	517	196	619	311	453	359	67^115^	482	237	383	321	72^83^	143^64^	35^	19^					
MANNIX-WED.										2	158	164	A	5.3	30	395	1296	673	223^	701	243^	512	483	30^104^	472	252^	361	207^	59^74^	113^81^	LT	LT				
1 WED. 12.38A 43 ABC OP										91	93	B	5.3	30	395	1296	673	223	701	243	512	483	30	104	472	252	361	207	59	74	113	81	LT	LT		
2 WED. 12.37A 43																																				
12.30 - 1.00												A	5.4	28	402	1361	649	211^	669	234^	501	448	26^92^	543	291^	414	223^	75^90^	129^92^	20^	20^					
1.00 - 1.30												A	5.1	33	380	1224	709	232^	740	250^	527	529	37^119^	384	200^	291^186^	38^53^	100^71^	LT	LT						
MANNIX-THURS.										3	168	168	A	5.1	29	380	1063	552	295^	687	211^	523	542	35^90^	347	195^	313^239^	16^16^	LT	LT	29^	29^				
1 THU. 12.38A 39 ABC OP										94	94	B	5.1	29	380	1086	524	233	618	186	432	420	30	127	405	137	318	302	26	40	45	LT	18	18		
2 THU. 12.37A 42																																				
12.30 - 1.00												A	5.3	27	395	1081	587	296^	716	235^	554	556	28^91^	342	185^	284^231^	27^27^	LT	LT	23^	23^					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																	
T/C THIS SEASON						NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN						MEN						TEENS (12-17)	CHILDREN (2-11)
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																											
HIGH ROLLERS						77	192	192	A	5.9	24	440	1250	718 97^	811 142	295 295	166 446	332 47^	116^125^	54^191	32^ 23^	75^ 43^					
M-F 11.00A 30 NBC QG						96	96	B	5.3	25	395	1224	733 127	811 148	306 298	161 431	331 54	107 97	80 204	38 18	44 20						
HOLLYWOOD SQUARES(B)						82		A	2.9	10	216	889^	474^ 46^	566^ 88^	144^228^	116^250^	282^ LT	83^130^	152^152^	41^ 41^	LT LT						
1 WED. 1.00P 30 NBC QP						57																					
HOLLYWOOD SQUARES						71	161	157	A	5.2	17	387	1411	715 81^	809 166	355 341	98^390	314 87^	146^122^	53^149^	78^ 41^	210 126^					
1 MTUTHF 1.00P 30 NBC QP						86	82	B	4.0	15	298	1280	740 108	795 170	326 323	125 407	337 79	126 105	72 191	46 20	102 55						
2 M-F 1.00P 30																											
JEOPARDY						15	173	172	A	4.2	14	313	1387	788 111^	862 140^	341 365	125^438	372 61^	129^125^	52^221	51^ 23^	102^ 45^					
M-F 12.00N 30 NBC QG						86	87	B	4.2	15	313	1409	754 115	823 128	310 343	112 420	393 58	121 115	58 247	71 29	122 57						
LOVE OF LIFE						77	181	182	A	6.9	26	514	1375	853 167	906 316	527 474	135 337	229 53^	95^ 94^	38^113^	91^ 72^	149 53^					
M-F 11.30A 24 CBS DD						94	94	B	5.9	26	440	1281	831 135	898 328	518 431	121 329	186 55	82 70	25 87	62 50	135 42						
M*A*S*H M-F						77	183	186	A	8.9	25	663	1526	655 107	737 258	455 335	83^240	404 151	230 180	45^145	257 118	128 91^					
1 M-F 3.30P 30 CBS CS						96	96	B	7.4	24	551	1435	616 100	691 242	417 342	88 209	348 151	213 147	41 110	219 104	177 111						
2 M-TH 3.30P 30																											
MATCH GAME '79						70	137	136	A	5.4	15	402	1311	747 121^	757 161	386 363	125^322	359 88^	143^135^	44^191	93^ 37^	102^ 55^					
1 MTUTHF 4.00P 30 CBS QP						75	74	B	4.6	14	343	1374	715 118	763 193	349 316	126 352	331 88	126 109	45 184	106 47	174 94						
2 M-F 4.00P 30																											
ONE LIFE TO LIVE						76	194	193	A	9.3	30	693	1463	876 155	973 508	717 522	76^214	218 85^	107 108	25^ 67^	101 78^	171 77^					
M-F 2.00P - 2.30 60 ABC DD						99	99	B	8.0	29	596	1336	847 154	966 507	678 510	93 226	187 74	94 81	31 69	85 67	98 42						
2.00 - 2.30								A	8.9	29	663	1451	873 162	970 516	722 513	78^204	223 86^	107 108	24^ 71^	97 75^	161 71^						
2.30 - 3.00								A	9.8	31	730	1442	870 141	963 493	705 527	70^216	203 81^	101 101	26^ 63^	103 80^	173 79^						
PASSWORD PLUS						15	171	172	A	4.9	16	365	1414	712 93^	819 137^	295 327	112^419	444 46^	134^141^	78^292	53^ 36^	98^ 52^					
M-F 12.30P 30 NBC QG						82	82	B	4.9	17	365	1400	710 121	799 140	291 322	101 406	456 60	134 126	60 305	54 27	91 56						
PHOENIX OPEN GOLF-MON.(S)						130		A	3.8	10	283	1565	488^ 92^	523^ 61^	134^180^	81^343^	688^250^	264^292^	231^396^	99^ LT	255^ 131^						
2 MON. 4.30P 60 CBS SE						66																					
4.30 - 5.00								A	4.0	11	298	1668	544^ 47^	581^ 77^	117^180^	70^401^	621^299^	299^299^	181^322^	80^ 17^	386^ 195^						
5.00 - 5.30								A	3.7	9	276	1377	413^138^	434^ 39^	148^170^	87^264^	735^189^	218^275^	273^460^	109^ LT	99^ 55^						
PRICE IS RIGHT 1						74	177	175	A	7.3	32	544	1579	760 101^	785 260	445 393	66^299	383 93^	157 157	73^196	56^ 26^	355 153					
M-F 10.30A 30 CBS AP						91	90	B	6.0	30	447	1507	722 115	788 298	443 377	81 288	330 95	157 145	44 149	73 46	316 129						
PRICE IS RIGHT 2						72	178	176	A	8.4	34	626	1543	800 124	838 264	448 395	75^344	321 62^	105 117	73^195	73^ 39^	311 152					
M-F 11.00A 30 CBS AP						91	90	B	6.5	31	484	1452	757 132	828 298	449 382	84 315	306 70	132 118	43 159	64 41	254 104						
RYAN'S HOPE						79	182	181	A	8.2	28	611	1491	855 122	935 488	714 521	72^169	258 105	154 136	18^ 52^	109 69^	189 82^					
M-F 12.30P 30 ABC DD						96	96	B	7.3	29	544	1413	858 166	965 488	698 522	79 186	235 91	133 111	29 69	88 64	125 53						
SEARCH FOR TOMORROW						77	183	183	A	9.2	31	685	1385	883 181	924 293	532 456	137 337	234 65^	97 86^	43^134	57^ 45^	170 80^					
M-F 12.30P 30 CBS DD						96	96	B	7.5	30	559	1317	845 153	916 309	519 438	131 343	233 58	100 81	31 125	54 43	114 36						
SPECIAL TREAT(S)						180		A	8.4	22	626	1583	572 180^	636 182^	318^280^	140^296^	327^102^	169^138^	66^134^	215^124^	405 159^						
2 TUE. 4.00P 60 NBC FV						94																					
4.00 - 4.30								A	7.9	21	589	1567	578 185^	649 201^	345^299^	113^284^	276^ 83^	135^112^	37^114^	232^129^	410^ 161^						
4.30 - 5.00								A	9.0	22	671	1556	556 170^	608 161^	286^257^	158^300^	361^116^	192^158^	87^147^	195^116^	392 154^						
TODAY SHOW-7.30AM						80	215	215	A	4.8	29	358	1330	801 118^	843 129^	322 325	154^449	373 49^	119^124^	78^231	49^ LT	65^ 31^					
M-F 7.30A 30 NBC N						99	99	B	4.8	30	358	1314	779 140	812 131	301 326	151 432	410 78	137 121	92 247	33 LT	59 31						

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64			55+					
WEEKDAY DAYTIME CONT'D																																
TODAY SHOW-8.30AM						80	213	213	A	5.5	31	410	1380	824	112^	868	110^	327	342	160	453	416	85^	205	190	77^	172	56^	12^	40^	31^	
M-F 8.30A 30 NBC N						99	99		B	4.9	30	365	1351	823	147	863	146	350	392	146	412	407	70	151	146	72	221	40	LT	41	28	
\$20,000 PYRAMID						79	161	161	A	6.1	21	454	1460	688	101^	814	324	511	348	134	255	295	148	175	130^	25^	82^	166	84^	185	75^	
M-F 12.00N 30 ABC QG						89	90		B	5.4	22	402	1375	717	141	824	353	529	384	107	227	278	106	150	112	52	106	102	65	171	72	
WHEEL OF FORTUNE						77	199	200	A	7.0	26	522	1347	712	78^	791	128	291	290	125	431	365	43^	113^	110^	48^	234	42^	19^	149	98^	
M-F 11.30A 30 NBC QG						98	98		B	5.8	26	432	1298	732	104	797	126	283	288	130	432	349	57	122	103	67	212	56	25	96	54	
YOUNG AND THE RESTLESS						77	192	193	A	10.4	35	775	1401	892	168	935	346	581	514	140	298	223	76^	114	105	38^	98	88	78^	155	75^	
M-F 12.00N 30 CBS DD						98	98		B	8.3	34	618	1297	864	157	929	367	573	474	119	301	184	57	90	80	24	83	66	55	118	38	
*WEEKEND DAYTIME																																
ABC WEEKEND SPECIALS						18	181	178	A	7.0	25	522	1770	425	150^	425	228^	297	235^	48^	105^	255	173^	196^	115^	34^	59^	280	160^	810	527	
SAT. 12.00N 30 ABC FV						95	93		B	5.8	21	432	1798	356	140	413	201	291	230	24	83	349	163	237	180	59	94	289	161	747	474	
ABC WIDE WORLD-SPORTS SAT						8	204	204	A	14.1	30	1050	1815	534	190	573	201	350	348	85^	147	786	276	470	459	113^	240	239	79^	217	192	
1 SAT. 5.04P 86 ABC SA						99	99		B	11.0	24	820	1805	532	175	581	213	358	338	79	160	807	284	473	438	130	262	199	67	218	160	
2 SAT. 5.00P 90									A	12.7	29	946	1817	515	166	554	172	336	337	83^	156	809	263	463	474	111^	248	246	88^	208	179	
5.00 - 5.30									A	14.2	30	1058	1720	503	182	540	196	342	337	74^	129	755	253	442	437	105^	239	219	85^	206	199	
5.30 - 6.00									A	15.2	29	1132	1913	585	224	623	231	369	371	100^	157	807	312	509	467	119	237	248	64^	235	197	
6.00 - 6.30																																
ABC WIDE WORLD-SPORTS-SUN						2	176		A	13.4	29	998	1790	456	227^	495	218^	338	328	76^	103^	783	349	600	498	82^	158^	282	35^	230^	153^	
4.30 - 5.00									A	12.5	28	931	1784	459	210^	500	243^	366	314	71^	93^	790	351	613	504	75^	154^	277	20^	217^	142^	
5.00 - 5.30									A	13.7	30	1021	1821	461	243	504	225^	342	339	73^	104^	785	357	609	517	82^	153^	290	21^	242	163^	
5.30 - 6.00									A	13.9	29	1036	1776	456	230^	490	194^	318	327	83^	113^	776	340	578	479	86^	166^	280	59^	230^	150^	
ALL NEW PINK PANTHER						18	186	184	A	7.8	28	581	1852	321	115^	333	141^	232	192^	28^	76^	242	151^	164^	102^	22^	57^	242	106^	1035	713	
SAT. 11.30A 30 ABC CA						94	94		B	6.2	25	462	1758	326	116	374	195	286	215	19	52	248	144	191	127	30	46	300	150	836	520	
ALL NEW POPEYE HOUR 1						18	190	190	A	4.3	33	320	1772	209^	72^	209^	57^	151^	152^	25^	44^	280^	109^	185^	193^	LT	49^	250^	87^	1033	648	
SAT. 8.00A 30 CBS CA						96	96		B	4.1	31	305	1667	248	82	258	128	190	157	43	58	233	122	162	138	LT	48	181	59	995	673	
ALL NEW POPEYE HOUR 2						18	191	191	A	6.2	33	462	1985	232^	91^	235^	96^	167^	161^	24^	46^	207^	54^	97^	137^	LT	46^	349	161^	1194	764	
SAT. 8.30A 30 CBS CA						96	96		B	6.3	34	469	1716	256	91	278	156	222	168	29	46	245	121	169	148	10	48	188	74	1005	643	
AMERICAN BANDSTAND '79						11	164	161	A	6.9	23	514	1683	523	253	572	370	451	273	28^	79^	205^	71^	79^	54^	29^	109^	440	282	466	286	
SAT. 12.30P 60 ABC PC						87	82		B	5.8	20	432	1620	458	204	580	339	446	293	44	99	339	162	211	149	40	104	318	190	383	225	
12.30 - 1.00									A	6.2	21	462	1634	532	231^	595	407	468	272	27^	83^	175^	76^	76^	24^	27^	99^	414	296	450	253^	
1.00 - 1.30									A	7.4	24	551	1744	520	273	560	347	447	277	28^	75^	230	65^	79^	79^	28^	118^	471	276	483	317	
ANDY WILLIAMS GOLF-SAT.(S)						150			A	4.6	13	343	1551	612^	178^	650^	292^	388^	361^	36^	199^	600^	183^	206^	169^	106^	335^	64^	64^	237^	145^	
2 SAT. 4.00P 60 CBS SE						87			A	4.7	13	350	1631	654^	162^	697^	325^	431^	381^	45^	213^	548^	163^	163^	111^	106^	335^	126^	126^	260^	120^	
4.00 - 4.30									A	4.5	12	335	1445	565^	192^	597^	250^	337^	338^	26^	185^	642^	200^	244^	221^	104^	334^	LT	LT	206^	170^	
4.30 - 5.00																																
ANDY WILLIAMS GOLF-SUN.(S)						169			A	7.5	16	559	1555	610	143^	624	64^	160^	193^	178^	401^	857	204^	322^	395^	238^	458	22^	8^	52^	45^	
2 SUN. 4.09P 141 CBS SE						97			A	6.6	16	492	1516	646	191^	646	70^	182^	233^	155^	364^	856	167^	326^	440^	227^	416^	14^	LT	LT	LT	LT
4.00 - 4.30									A	6.8	16	507	1499	591	133^	591	33^	114^	158^	157^	400^	908	205^	336^	411^	231^	497	LT	LT	LT	LT	LT
4.30 - 5.00									A	7.1	16	529	1535	609	110^	609	23^	107^	147^	188^	439^	857	188^	280^	343^	241^	514	22^	22^	47^	47^	
5.00 - 5.30									A	7.5	16	559	1530	624	119^	638	57^	138^	157^	199^	450	824	182^	254^	319^	252^	505	20^	8^	48^	48^	
5.30 - 6.00									A	9.4	18	700	1627	580	167^	624	117^	239^	263^	179^	343^	833	246^	391	453	229^	364	50^	9^	120^	94^	
6.00 - 6.30																																



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
FAT ALBERT AND COSBY KIDS						17	190	191	A	8.4	28	626	1839	388	67^	421	239	309	171^	31^	112^	399	184^	281	199	33^	94^	240	83^	779	448		
SAT. 12.30P						30	CBS	CA	97	99	B	7.7	27	574	1626	343	128	388	205	279	190	25	73	269	133	204	144	20	47	252	100	717	427
FESTIVAL OF LIVELY ARTS(S)									A	4.8	16	358	1193	553^	106^	553^	313^	313^	318^	LT	170^	167^	148^	148^	148^	19^	19^	110^	67^	363^	226^		
2 SAT. 1.00P						60	CBS	CL		88	A	5.0	17	373	1185	549^	110^	549^	346^	346^	348^	LT	131^	149^	149^	149^	LT	LT	138^	94^	349^	222^	
1.00 - 1.30									A	4.6	15	343	1184	552^	103^	552^	275^	275^	286^	LT	211^	184^	143^	143^	143^	41^	41^	72^	35^	376^	230^		
1.30 - 2.00																																	
GALAXY GOOF-UPS						12	194	192	A	2.0	18	149	1268	141^	88^	141^	74^	74^	108^	LT	33^	161^	73^	100^	147^	LT	LT	74^	LT	892	698^		
SAT. 8.00A						30	NBC	CA	97	96	B	2.2	18	164	1452	223	114	230	126	151	159	LT	48	157	90	127	108	LT	LT	139	73	926	521
GODZILLA SUPER 90 I						12	202	203	A	5.0	22	373	1925	232^	100^	374	237^	301^	166^	LT	46^	246^	67^	104^	97^	LT	109^	127^	31^	1178	791		
SAT. 9.00A						30	NBC	CA	98	99	B	5.4	24	402	1754	226	98	268	158	201	168	14	39	171	69	116	86	20	48	167	71	1148	717
GODZILLA SUPER 90 II						12	202	203	A	6.0	23	447	1902	303	80^	455	314	366	253^	LT	48^	196^	74^	131^	116^	LT	39^	145^	42^	1106	770		
SAT. 9.30A						30	NBC	CA	98	99	B	6.3	25	469	1782	231	93	291	186	221	181	13	38	160	68	107	84	23	42	196	75	1135	730
GODZILLA SUPER 90 III						12	202	203	A	6.0	22	447	1817	332	82^	469	318	387	274^	LT	49^	240^	83^	167^	167^	LT	46^	144^	40^	964	615		
SAT. 10.00A						30	NBC	CA	98	99	B	6.5	25	484	1784	245	98	318	209	259	198	LT	31	201	100	151	127	16	33	225	77	1040	635
IN THE NEWS- 8.26AM						18	190	190	A	5.3	37	395	1749	186^	56^	186^	55^	125^	131^	18^	44^	244^	91^	135^	166^	LT	46^	253^	105^	1066	661		
SAT. 8.26A						3	CBS	N	96	96	B	5.2	36	387	1659	251	85	270	141	202	162	40	55	246	125	163	151	LT	51	168	59	975	653
IN THE NEWS- 8.56AM						18	191	191	A	6.3	32	469	1989	250^	96^	250^	103^	181^	151^	32^	54^	207^	46^	88^	135^	LT	52^	371	172^	1161	761		
SAT. 8.56A						3	CBS	N	96	96	B	6.4	33	477	1653	258	86	280	156	220	166	28	48	246	120	168	147	10	50	197	78	930	576
IN THE NEWS- 9.26AM						18	197	198	A	8.6	36	641	1652	274	121^	323	178^	252	155^	33^	59^	276	116^	172^	119^	33^	76^	204	100^	849	503		
SAT. 9.26A						3	CBS	N	99	99	B	8.7	37	648	1695	294	108	334	195	259	153	28	59	278	163	219	142	19	41	202	87	881	508
IN THE NEWS- 9.59AM						18	197	198	A	10.3	38	767	1703	303	82^	344	219	296	150^	29^	38^	327	162^	212	135^	37^	78^	259	108^	773	456		
SAT. 9.59A						3	CBS	N	99	99	B	10.2	39	760	1717	312	114	359	209	288	180	21	54	287	169	222	150	24	44	218	97	853	489
IN THE NEWS-10.26AM						18	197	197	A	11.0	40	820	1789	335	87^	374	208	319	186	32^	32^	385	188	242	150^	56^	104^	288	104^	742	449		
SAT. 10.26A						3	CBS	N	99	99	B	10.0	37	745	1680	309	123	361	205	285	180	22	52	308	177	229	146	29	56	234	100	777	436
IN THE NEWS-11.33AM						18	193	193	A	9.5	34	708	1640	260	100^	293	161^	231	184	32^	32^	336	185	236	100^	53^	94^	277	104^	734	411		
SAT. 11.33A						3	CBS	N	99	99	B	8.9	33	663	1673	324	133	386	217	292	209	27	60	278	149	198	121	26	63	228	98	781	438
IN THE NEWS-11.56AM						18	193	193	A	8.8	32	656	1707	280	98^	330	178^	270	206	28^	28^	319	155^	218	106^	58^	94^	292	135^	766	390		
SAT. 11.56A						3	CBS	N	99	99	B	8.4	31	626	1684	327	131	391	214	293	205	22	63	274	145	195	123	30	60	221	100	798	456
IN THE NEWS-12.26PM						18	184	184	A	6.6	23	492	1530	373	47^	397	249^	310	204^	32^	62^	286	113^	182^	160^	20^	86^	162^	59^	685	370		
SAT. 12.26P						3	CBS	N	96	96	B	6.5	24	484	1534	330	111	384	207	270	178	25	88	254	116	164	131	27	70	232	94	664	403
IN THE NEWS-12.56PM						17	190	191	A	8.2	27	611	1877	399	76^	428	225	302	171^	34^	126^	435	195^	313	207	32^	101^	286	130^	728	424		
SAT. 12.56P						3	CBS	N	97	99	B	7.4	26	551	1578	338	128	381	193	261	178	30	84	267	133	207	146	19	44	249	106	681	399
IN THE NEWS- 1.26PM						14	161		A	6.5	20	484	1628	360^	LT	407^	187^	276^	218^	131^	131^	396^	70^	210^	210^	59^	186^	362^	48^	463^	219^		
1 SAT. 1.26P						3	CBS	N	83		B	5.3	17	395	1568	364	131	410	196	259	182	56	113	323	163	242	163	28	61	241	88	594	368
IN THE NEWS- 8.26AM-SUN.						1		50	A	1.2	13	89																					
2 SUN. 8.26A						3	CBS	N	45		B	1.2	13	89																			
IN THE NEWS- 8.56AM-SUN.						1		43	A	1.7	13	127																					
2 SUN. 8.56A						3	CBS	N	36		B	1.7	13	127																			
IN THE NEWS- 9.26AM-SUN.						16	66		A	2.3	13	171	2480	660^	LT	660^	544^	660^	521^	LT	LT	181^	LT	181^	181^	LT	LT	375^	LT	1264^	820^		
1 SUN. 9.26A						3	CBS	N	54		B	1.8	11	134	1752	285	36	301	212	264	175	LT	LT	214	90	154	124	LT	LT	174	LT	1063	630

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
																			TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																																			
IN THE NEWS- 9.56AM-SUN.										16	57		A	2.5	12	186	2435	733^	LT	733^	672^	733^	587^	LT	LT	472^	278^	472^	194^	LT	LT	149^	47^	1081^	974^
1 SUN. 9.56A 3 CBS N										49		B	2.2	12	164	1756	262	49	269	195	252	153	LT	LT	302	172	253	172	LT	LT	148	LT	1037	621	
INT'L CHAMPIONSHIP BOXING										2	161		A	11.1	26	827	1724	468	165^	486	215^	369	308	73^	100^	778	325	592	487	61^	166^	233^	35^	227^	151^
2 SUN. 3.15P 75 ABC SE										91		B	12.6	28	939	1858	508	162	546	236	388	301	68	128	832	310	555	506	93	206	237	103	243	176	
3.30 - 4.00												A	10.9	25	812	1751	493	183^	504	220^	397	334	67^	93^	778	340	592	490	49^	158^	221^	41^	248^	161^	
4.00 - 4.30												A	11.9	27	887	1702	430	134^	451	203^	325	274^	86^	109^	793	305	597	504	73^	182^	249^	24^	209^	139^	
ISSUES AND ANSWERS										15	151	154	A	3.5	12	261	1111	437^	130^	460^	20^	115^	169^	114^	291^	372^	57^	180^	199^	62^	158^	153^	LT	126^	38^
SUN. 12.00N 30 ABC CC										95	94	B	2.8	11	209	1364	528	154	629	198	281	229	108	296	473	167	271	225	83	173	103	51	159	90	
KIDS ARE PEOPLE TOO II										18	126	122	A	3.9	17	291	1821	367^	302^	546	268^	415^	288^	LT	87^	324^	200^	300^	148^	LT	LT	216^	28^	735	522
SUN. 10.30A 30 ABC CL										80	79	B	3.5	16	261	1788	398	139	453	233	329	263	23	93	289	143	225	163	LT	41	197	77	849	491	
KIDS ARE PEOPLE TOO III										18	126	122	A	4.6	18	343	1778	475	327^	589	308	495	333^	16^	55^	333^	128^	251^	254^	LT	23^	325^	105^	531	286^
SUN. 11.00A 30 ABC CL										80	79	B	3.8	16	283	1901	451	176	532	325	420	287	25	80	332	152	262	205	LT	45	231	96	806	492	
MEET THE PRESS										16	129	172	A	3.8	14	283	1735	615	149^	647	184^	287^	240^	67^	301^	824	231^	371^	348^	157^	344^	190^	28^	74^	39^
1 SUN. 12.00N 30 NBC CC										81	91	B	3.1	13	231	1429	502	108	553	117	195	170	96	315	653	195	317	270	122	292	101	LT	122	70	
2 SUN. 12.30P 30																																			
METRIC MARVELS-10:27AM										13	203	203	A	5.8	21	432	1752	331	90^	451	305	370	265^	LT	53^	238^	82^	166^	174^	LT	42^	128^	51^	935	579
SAT. 10.27A 2 NBC IA										99	99	B	6.2	24	462	1771	248	91	312	184	237	174	21	48	193	99	141	119	19	30	220	91	1046	655	
METRIC MARVELS-11:57AM										18	198	198	A	4.5	16	335	1976	502	45^	612	261^	377	329^	63^	169^	462	122^	209^	229^	50^	180^	343^	133^	559	395
SAT. 11.57A 2 NBC IA										93	92	B	5.2	20	387	1615	265	64	334	187	240	179	31	63	215	93	137	110	21	52	253	109	813	495	
METRIC MARVELS-10:57AM										12	195	197	A	6.3	22	469	1780	395	114^	497	248^	342	302	32^	66^	344	112^	178^	191^	LT	112^	265	73^	674	437
SAT. 10.57A 2 NBC IA										96	98	B	7.1	26	529	1717	289	104	379	237	293	208	27	44	271	139	189	142	11	57	252	102	815	492	
NBA BASKETBALL GAME										3	167	159	A	5.9	16	440	1598	455	211^	487	147^	271^	275^	86^	163^	840	334	461	468	136^	281^	70^	12^	201^	175^
1 SUN. 12.00N 124 CBS SE										95	93	B	5.8	15	432	1542	432	217	483	153	264	241	89	176	819	358	504	469	135	248	91	16	149	131	
2 SUN. 1.45P 144																																			
12.00 - 12.30												A	4.9	18	365	1564	416^	178^	501^	241^	282^	294^	41^	183^	722	402^	474^	419^	28^	208^	80^	LT	261^	261^	
12.30 - 1.00												A	5.1	17	380	1389	368^	273^	378^	174^	263^	311^	57^	57^	771	351^	424^	406^	141^	308^	67^	LT	173^	173^	
1.00 - 1.30												A	5.2	16	387	1292	329^	197^	403^	173^	341^	343^	21^	21^	742	339^	414^	362^	176^	292^	65^	29^	82^	82^	
1.30 - 2.00												A	6.7	18	499	1283	347^	94^	433^	194^	401^	341^	LT	32^	737	360^	462^	392^	111^	243^	22^	LT	91^	91^	
2.00 - 2.30												A	6.5	17	484	1622	417^	157^	417^	39^	169^	198^	132^	219^	882	237^	446^	545	138^	277^	75^	LT	248^	171^	
2.30 - 3.00												A	6.3	15	469	1977	524	279^	524	121^	230^	245^	111^	219^	1101	403^	624	656	159^	319^	76^	LT	276^	237^	
3.00 - 3.30												A	5.7	13	425	1847	540^	256^	540^	130^	224^	253^	126^	233^	1011	401^	538^	562^	164^	331^	31^	LT	265^	236^	
3.30 - 4.00												A	5.8	13	432	1699	559^	273^	559^	125^	208^	229^	157^	258^	807	272^	348^	428^	187^	294^	36^	LT	297^	270^	
NBA BASKETBALL POST										1	170		A	6.6	16	492	1675	568	71^	615	266^	429^	258^	68^	149^	876	364^	501	409^	107^	318^	37^	24^	147^	147^
1 SUN. 2.04P 28 CBS SC										95		B	6.6	16	492	1675	568	71	615	266	429	258	68	149	876	364	501	409	107	318	37	24	147	147	
NBC'S OLYMPIC DIARY(S)											163		A	6.2	18	462	1504	604	217^	632	223^	350^	399^	69^	203^	794	411^	509^	497^	167^	222^	45^	LT	33^	33^
2 SUN. 1.00P 60 NBC SA										87																									
1.00 - 1.30												A	5.3	16	395	1610	641	268^	673	250^	384^	429^	67^	202^	868	480^	605^	588^	153^	203^	36^	LT	33^	33^	
1.30 - 2.00												A	7.0	19	522	1429	579	179^	600	203^	326^	376^	69^	203^	746	364^	443^	432^	179^	239^	51^	15^	312	32^	
NCAA BASKETBALL GAME-SAT.										4	174	181	A	6.0	18	447	1644	287	103^	330	123^	204^	178^	44^	101^	809	299	495	418	138^	281	193^	58^	321	256^
SAT. 1.30P 120 NBC SE										91	94	B	5.6	16	417	1683	345	120	398	144	223	197	47	151	794	311	478	426	125	259	200	48	291	250	
1.30 - 2.00												A	5.8	19	432	1606	317	95^	365	116^	211^	179^	54^	125^	732	204^	424	374	121^	267^	190^	58^	319	253^	
2.00 - 2.30												A	6.3	20	469	1701	297	130^	333	134^	224^	185^	34^	95^	844	313	519	451	121^	286	198^	55^	326	272	
2.30 - 3.00												A	5.8	17	432	1690	272^	88^	309	130^	209^	171^	33^	86^	852	345	539	444	130^	281^	195^	55^	334	283^	
3.00 - 3.30												A	6.0	17	447	1568	276^	92^	314	115^	173^	170^	52^	104^	803	333	491	404	184^	292	185^	66^	266^	214^	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

PROGRAM NAME		WK	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
		K	E	Y	AVG. AUD. SHARE		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
					%	%				TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																														
NCAA BASKETBALL-NAT'L								3	176	188		A	6.9	18	514	1453	366	110												
SAT.				3.30P	120	NBC	SE		92	93		B	6.4	17	477	1526	408	139												
3.30 - 4.00												A	5.2	15	387	1556	366	124												
4.00 - 4.30												A	6.8	19	507	1404	367	126												
4.30 - 5.00												A	7.3	19	544	1472	395	105												
5.00 - 5.30												A	8.1	20	603	1449	350	90												
NCAA BASKETBALL-NAT'L 2								2		181		A	7.5	19	559	1597	417	129												
2 SUN.				2.00P	120	NBC	SE			94		B	7.3	19	544	1564	379	140												
2.00 - 2.30												A	6.7	19	499	1545	430	146												
2.30 - 3.00												A	7.3	19	544	1551	401	123												
3.00 - 3.30												A	7.9	19	589	1569	372	107												
3.30 - 4.00												A	8.2	20	611	1669	453	142												
PHOENIX OPEN GOLF-SAT.(S)										142		A	4.9	13	365	1723	497	105												
1 SAT.				4.00P	60	CBS	SE			81		A	5.2	14	387	1711	512	114												
4.00 - 4.30												A	4.6	11	343	1723	475	94												
4.30 - 5.00																														
PHOENIX OPEN GOLF-SUN.(S)										176		A	4.7	10	350	1554	503	32												
1 SUN.				2.32P	88	CBS	SE			96		A	5.3	12	395	1451	517	26												
2.30 - 3.00												A	4.9	10	365	1641	602	46												
3.00 - 3.30												A	4.1	8	305	1498	348	20												
3.30 - 4.00																														
PRO BOWLERS TOUR								4	185	185		A	9.5	25	708	1579	532	151												
1 SAT.				3.30P	94	ABC	SE			95		B	9.1	23	678	1706	603	150												
2 SAT.				3.30P	90																									
3.30 - 4.00												A	8.0	22	596	1612	541	121												
4.00 - 4.30												A	9.8	26	730	1564	542	163												
4.30 - 5.00												A	10.4	26	775	1588	535	175												
SCHOOLHOUSE ROCK-8.26AM								12	190	190		A	3.9	31	291	1849	121	LT												
SAT.				8.26A	4	ABC	CA			98		B	4.1	27	305	1668	174	30												
SCHOOLHOUSE ROCK-9.26AM								12	191	191		A	5.9	25	440	2075	213	LT												
SAT.				9.26A	4	ABC	CA			99		B	6.1	24	454	1762	221	53												
SCHOOLHOUSE ROCK-10.56AM								8	193	192		A	6.7	24	499	1649	150	74												
SAT.				10.56A	3	ABC	CA			99		B	6.7	25	499	1682	172	42												
SCHOOLHOUSE ROCK-11.26AM								12	187	185		A	6.9	26	514	1732	265	88												
SAT.				11.26A	3	ABC	CA			98		B	6.4	25	477	1685	244	63												
SCHOOLHOUSE ROCK-11.56AM								14	186	184		A	7.2	26	536	1776	314	126												
SAT.				11.56A	3	ABC	CA			94		B	6.1	25	454	1681	308	110												
SCHOOLHOUSE ROCK-11.55AM								18	132	129		A	3.2	11	231	1366	513	240												
SUN.				11.55A	4	ABC	CA			82		B	3.1	12	231	1648	489	159												
SCOOPY'S ALL STARS I								12	190	190		A	3.1	28	231	1771	159	22												
SAT.				8.00A	30	ABC	CA			98		B	3.6	26	268	1680	164	30												
SCOOPY'S ALL STARS II								12	190	190		A	5.5	29	410	1859	150	LT												
SAT.				8.30A	30	ABC	CA			98		B	5.2	26	387	1778	227	31												

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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																	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN 18- 49 25- 34 55- 64 55+	18- 34 18- 49 25- 34 55- 64 55+	18- 34 18- 49 25- 34 55- 64 55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
															TOTAL	18-34	WOMEN 18-25-54			55-64	55+	TOTAL	18-34	MEN 18-25-54			55-64	55+	TOTAL FEM.	TOTAL 6-11										
WEEKEND DAYTIME CONT'D																																								
TARZAN AND SUPER SEVEN 2															18	192	192	A	10.1	37	752	1673	264	104^	316	175	264	186	28^	28^	319	179	229	105^	55^	85^	225	86^	813	446
SAT. 11.00A 30 CBS CA															99	99	B	9.3	35	693	1667	304	123	365	215	281	200	23	52	264	145	190	113	30	59	232	91	806	456	
TARZAN AND SUPER SEVEN 3															18	193	193	A	9.1	33	678	1652	270	97^	312	168^	251	195	31^	31^	325	173^	229	106^	53^	87^	285	123^	730	393
SAT. 11.30A 30 CBS CA															99	99	B	8.6	32	641	1674	323	132	385	214	289	206	25	62	276	149	199	119	28	60	225	98	788	443	
30 MINUTES															12	165	A	5.7	18	425	2108	572^	224^	607	187^	364^	337^	243^	243^	426^	99^	305^	206^	57^	121^	452^	104^	623	352^	
1 SAT. 1.30P 30 CBS DN															92	B	4.9	16	365	1620	448	155	499	222	331	257	49	133	342	138	233	169	40	97	284	109	495	296		
WHAT'S NEW, MISTER MAGOO															1	50	A	1.2	14	89	INSUFFICIENT FOR REPORTING																			
2 SUN. 8.00A 30 CBS CA															45	B	1.2	14	89																					
WHAT'S NEW, MISTER MAGOO															16	66	A	1.7	11	127	2260	629^	LT	629^	464^	559^	409^	LT	70^	291^	LT	215^	215^	LT	76^	409^	LT	931^	842^	
1 SUN. 9.00A 30 CBS CA															54	B	1.5	10	112	1664	267	43	286	174	218	148	LT	52	251	95	181	122	LT	51	182	LT	945	590		
YOGI'S SPACE RACE I															12	197	198	A	4.6	17	343	1776	399	116^	478	189^	284^	282^	76^	135^	375	114^	192^	188^	LT	123^	231^	73^	692	458
SAT. 11.00A 30 NBC CA															93	92	B	5.5	20	410	1636	296	100	366	225	281	195	28	59	265	134	185	134	15	56	212	86	793	487	
YOGI'S SPACE RACE II															12	197	198	A	4.5	16	335	1946	450	63^	564	262^	367^	288^	70^	150^	418	138^	210^	200^	47^	158^	334^	104^	630	424
SAT. 11.30A 30 NBC CA															93	92	B	5.7	21	425	1636	265	75	345	219	265	192	23	50	242	118	167	118	21	59	220	87	829	502	



A-2

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JAN. 15, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					24,810 33.3					20,640 27.7							
		AVERAGE AUDIENCE (Households (000) & %)					20,790					15,420							
		SHARE OF AUDIENCE %					27.9	27.1*		28.8*	20.7	19.1*		21.3*			21.7*		20.5*
		AVG. AUD. BY 1/4 HR. %					38	37 *		38 *	31	26 *		31 *			33 *		33
CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,970 26.8					23,320 31.3		19,150 25.7		18,250 24.5				
	AVERAGE AUDIENCE (Households (000) & %)					15,420					21,160		17,210		15,420				
	SHARE OF AUDIENCE %					20.7	20.8*		20.6*	28.4	23.1		23.3		20.7	20.8*		20.6*	
	AVG. AUD. BY 1/4 HR. %					28	29 *		27 *	39	33		33		33	32 *		33 *	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,550 24.9					21,830 29.3								
	AVERAGE AUDIENCE (Households (000) & %)					16,170					15,120								
	SHARE OF AUDIENCE %					21.7	21.1*		22.3*	20.3	21.5*		20.2*			19.6*		19.7*	
	AVG. AUD. BY 1/4 HR. %					29	29 *		30 *	30	30 *		29 *			30 *		32 *	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,820 26.6					20,710 27.8							
		AVERAGE AUDIENCE (Households (000) & %)					15,870					15,120							
		SHARE OF AUDIENCE %					21.3	20.6*		21.9*	20.3	17.4*		21.2*			21.7*		20.8*
		AVG. AUD. BY 1/4 HR. %					31	30 *		31 *	17.4	25 *		32 *			35 *		35 *
CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,480 24.8					21,750 29.2		18,850 25.3		17,360 23.3				
	AVERAGE AUDIENCE (Households (000) & %)					14,600					20,040		17,280		14,900				
	SHARE OF AUDIENCE %					19.6	19.5*		19.8*	26.9	23.2		23.2		20.0*			20.0*	
	AVG. AUD. BY 1/4 HR. %					28	29 *		28 *	38	35		35		33	32 *		34 *	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,230 28.5						15,420 20.7							
	AVERAGE AUDIENCE (Households (000) & %)					16,320					10,730								
	SHARE OF AUDIENCE %					21.9	21.5*		23.1*		21.0*	14.4	15.2*			14.1*		14.0*	
	AVG. AUD. BY 1/4 HR. %					32	32 *		33 *		30 *	23	23 *			23 *		24 *	
TV HOUSEHOLDS USING TV			WK 1	65.6	67.7	67.5	69.3	72.1	73.6	75.0	75.0	72.7	71.8	69.2	69.0	66.2	64.2	62.8	61.0
(See Def. 1)			WK 2	61.8	63.2	62.9	63.9	67.5	68.9	69.3	69.9	70.1	70.0	67.4	65.8	63.1	61.9	60.3	57.6

U. S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-3

EVE. MON. JAN. 22, 1979

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 16, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					28,240 37.9		27,940 37.5		27,860 37.4		22,800 30.6		19,370 26.0				
		AVERAGE AUDIENCE (Households (000) & %)					25,550 34.3		26,300 35.3		25,850 34.7		21,310 28.6		15,870 21.3				
		SHARE OF AUDIENCE %					51		51		51		43		36				
		AVG. AUD. BY 1/4 HR. %					32.7	35.9	34.9	35.8	34.2	35.1	29.1	28.2	23.6	21.7	20.4	20.0*	35 *
CBS TV	TOTAL AUDIENCE (Households (000) & %)						11,850 15.9				17,510 23.5								
	AVERAGE AUDIENCE (Households (000) & %)						9,010 12.1				11,990 16.1								
	SHARE OF AUDIENCE %						18	11.9*		12.2*	25	14.4*		16.1*		16.5*		17.4*	
	AVG. AUD. BY 1/4 HR. %						11.9	11.9	12.4	12.0	14.3	14.4	16.2	16.1	16.4	16.6	17.2	30 *	17.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)						13,260 17.8				17,140 23.0								
	AVERAGE AUDIENCE (Households (000) & %)						9,760 13.1				10,430 14.0								
	SHARE OF AUDIENCE %						19	12.5*		13.7*	22	13.1*		14.4*		14.8*		13.9*	
	AVG. AUD. BY 1/4 HR. %						12.3	12.6	13.9	13.5	13.3	12.8	14.3	14.4	15.0	14.7	14.2	24 *	13.7
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					25,930 34.8		26,450 35.5				14,680 19.7	20,860 28.0		18,030 24.2			
		AVERAGE AUDIENCE (Households (000) & %)					23,240 31.2		24,140 32.4				12,670 17.0	17,510 23.5		12,740 17.1			
		SHARE OF AUDIENCE %					47		49				27	37		30		16.7*	
		AVG. AUD. BY 1/4 HR. %					29.7	32.8	32.5	32.2			17.0	21.8	25.0	19.3	17.0	29 *	16.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)						10,650 14.3						8,790 11.8		12,520 16.8				
	AVERAGE AUDIENCE (Households (000) & %)						7,600 10.2						8,120 10.9		8,640 11.6				
	SHARE OF AUDIENCE %						15	10.7*		9.6*			17		19		9.5*		13.7*
	AVG. AUD. BY 1/4 HR. %						11.3	10.1	9.9	9.4			11.3	10.7	7.9	11.1	13.3	23 *	14.1
NBC TV	TOTAL AUDIENCE (Households (000) & %)						27,190 36.5												
	AVERAGE AUDIENCE (Households (000) & %)						15,790 21.2												
	SHARE OF AUDIENCE %						36	19.1*		20.3*						21.8*		22.5*	
	AVG. AUD. BY 1/4 HR. %						18.6	19.7	20.2	20.4			20.5	21.4	21.6	22.0	22.4	40 *	22.7
TV HOUSEHOLDS USING TV WK 1			62.2	63.4	64.0	65.6	66.2	67.7	68.5	69.2	68.2	68.8	66.9	65.7	62.9	61.1	58.6	55.8	
(See Def. 1) WK 2			61.9	63.5	64.3	64.8	65.4	67.1	66.9	66.4	64.0	64.1	63.4	62.8	61.0	59.1	57.4	55.3	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36.

A-5 (1) PROMO FILM, CBS, (10:56-11:00PM)(SUS.).

(2) FOR REMAINING RATINGS, SEE OP PAGES.

(2) "ABC COMMENTARY", ABC, (9:37-9:46PM), FOR REMAINING RATINGS, SEE OP PAGES(S).

EVE. TUE. JAN. 23, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 17, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					30,840 41.4								21,460 28.8				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					22,500 30.2								17,430 23.4				
	SHARE OF AUDIENCE %					44								46 *				
	AVG. AUD. BY ¼ HR. %					26.1								24.2				
	TOTAL AUDIENCE (Households (000) & %)					12,520 16.8				13,560 18.2				13,480 18.1				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,210 13.7				10,800 14.5				10,950 14.7				
	SHARE OF AUDIENCE %					20				21				22 *				
	AVG. AUD. BY ¼ HR. %					13.6				13.7				15.2				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					24,140 32.4												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,990 16.1				17,550 23.5				16,660 24 *				
	SHARE OF AUDIENCE %					25				25 *				24 *				
	AVG. AUD. BY ¼ HR. %					15.1				17.4				15.4				
	TOTAL AUDIENCE (Households (000) & %)					23,690 31.8				25,110 33.7				23,620 31.7				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					20,190 27.1				21,160 28.4				19,150 25.7				
	SHARE OF AUDIENCE %					40				42				44 *				
	AVG. AUD. BY ¼ HR. %					24.7				26.5				24.7				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,020 21.5				16,690 22.4			14,750 19.8	16,760 22.5				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,670 17.0				15,050 20.2			13,410 18.0	12,960 17.4				
	SHARE OF AUDIENCE %					25				30			27	30				
	AVG. AUD. BY ¼ HR. %					15.6				20.1			17.9	16.8				
	TOTAL AUDIENCE (Households (000) & %)					17,950 24.1								11,320 15.2				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,100 14.9				15,110 21.1			14,330 21 *	9,690 13.0				
	SHARE OF AUDIENCE %					22				22 *			21 *	21				
	AVG. AUD. BY ¼ HR. %					15.3				15.6			14.1	13.8				
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		63.0	65.0	64.6	64.5	65.8	66.2	67.5	68.1	68.4	69.1	69.5	68.9	63.3	61.1	58.9	57.1	
WK 2		63.9	64.7	64.5	65.4	67.9	68.5	69.0	69.1	67.5	68.2	67.9	67.1	61.9	59.7	56.5	54.5	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. JAN. 24, 1979



A-8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 18, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>ABC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
W E E K 2	<b>CBS TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
W E E K 3	<b>NBC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
W E E K 4	<b>ABC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
W E E K 5	<b>CBS TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
W E E K 6	<b>NBC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	60.0	61.0	61.7	64.6	68.1	68.8	69.3	69.3	68.7	68.4	67.4	66.3	61.9	59.9	58.5	57.2	
<b>(See Def. 1)</b>		<b>WK 2</b>	61.5	63.8	63.7	64.4	66.5	67.4	66.6	66.9	66.2	66.1	67.1	66.3	61.4	60.5	59.6	58.3	

U.S. TV Households: 74,500,000; \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

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EVE. THU. JAN. 25, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 19, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					16,690 22.4				21,610 29.0								
	AVERAGE AUDIENCE (Households (000) & %)					11,920 16.0				15,720 21.1								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.3				34 19.0								
W E E K 2	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					22,950 30.8								12,220 16.4				
	AVERAGE AUDIENCE (Households (000) & %)					15,500 20.8								9,610 12.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 18.4								33 13.4				
W E E K 3	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					18,250 24.5		12,070 16.2		16,690 22.4				17,510 23.5				
	AVERAGE AUDIENCE (Households (000) & %)					16,320 21.9		10,730 14.4		14,830 19.9				14,530 19.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					35 21.5		23 14.4		31 18.5				33 19.3				
W E E K 4	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					20,930 28.1				22,280 29.9								
	AVERAGE AUDIENCE (Households (000) & %)					16,240 21.8				14,450 19.4								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.2				33 20.0				32 19.3				
W E E K 5	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					14,530 19.5				19,000 25.5				16,610 22.3				
	AVERAGE AUDIENCE (Households (000) & %)					10,580 14.2				14,900 20.0				14,830 19.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.8				33 19.3				35 20.6				
W E E K 6	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					17,360 23.3		13,110 17.6		13,710 18.4		11,850 15.9		12,370 16.6				
	AVERAGE AUDIENCE (Households (000) & %)					15,050 20.2		11,700 15.7		11,990 16.1		11,100 14.9		9,830 13.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 19.7		26 15.8		26 15.6		25 16.0		23 12.8				
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	58.7	59.2	60.0	61.5	62.4	63.3	62.7	62.9	63.9	64.6	64.4	64.0	60.6	60.0	59.2	58.2
(See Def. 1)		<b>WK 2</b>	55.8	56.6	57.0	58.6	60.8	61.2	61.1	61.3	61.1	60.4	59.5	59.6	58.1	57.6	57.5	57.3

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

# NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 20, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,070 25.6					20,490 27.5							
		AVERAGE AUDIENCE (Households (000) & %)					15,650 21.0					14,230 19.1							
		SHARE OF AUDIENCE %					21.0	20.1*			21.9*	18.7*			18.8*		19.2*		19.7*
		AVG. AUD. BY 1/4 HR. %					34	33 *			35 *	32			31 *		33 *		35 *
							19.7	20.6	21.9		21.8	19.1	18.4	18.7	18.9	18.9	19.5	19.7	19.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,780 18.5					20,340 27.3								
	AVERAGE AUDIENCE (Households (000) & %)					11,550 15.5					13,110 17.6								
	SHARE OF AUDIENCE %					25	15.0*			15.9*	18.8*			18.5*		17.0*		16.0*	
	AVG. AUD. BY 1/4 HR. %					14.7	25 *			26 *	30 *			30 *		29 *		29 *	
						15.3	15.7			16.1	18.0	19.6	19.0	18.0	17.4	16.5	15.9	16.1	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,690 22.4					20,860 28.0								
	AVERAGE AUDIENCE (Households (000) & %)					13,930 18.7					13,410 18.0								
	SHARE OF AUDIENCE %					30	18.3*			19.0*	19.0*			19.1*		17.4*		16.5*	
	AVG. AUD. BY 1/4 HR. %					18.2	30 *			31 *	30	31 *		31 *		30 *		30 *	
						18.4	18.4	18.7		19.3	19.1	18.9	19.2	19.1	17.6	17.1	16.9	16.1	
ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,270 20.5		23,100 31.0							20,930 28.1				
	AVERAGE AUDIENCE (Households (000) & %)					13,930 18.7		16,020 21.5						17,510 23.5					
	SHARE OF AUDIENCE %					31		35						23.1*		23.8*			
	AVG. AUD. BY 1/4 HR. %					18.4		27 *						39 *		41 *			
						18.4	18.9	15.7		17.0	26.1	27.1	23.2	23.0	23.9	23.7			
CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,090 21.6					19,220 25.8								
	AVERAGE AUDIENCE (Households (000) & %)					12,220 16.4					12,370 16.6								
	SHARE OF AUDIENCE %					27	15.4*			17.4*	14.9*			16.6*		16.3*			
	AVG. AUD. BY 1/4 HR. %					15.5	25 *			29 *	28	24 *		28 *		28 *			
						15.3	17.5			17.2	14.5	15.2	16.4	16.8	16.4	16.1	20.4	15.2	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,890 26.7					18,770 25.2								
	AVERAGE AUDIENCE (Households (000) & %)					15,940 21.4					10,280 13.8								
	SHARE OF AUDIENCE %					35	20.5*			22.4*	14.0*			13.1*		12.8*		15.6*	
	AVG. AUD. BY 1/4 HR. %					19.6	34 *			37 *	24	23 *		22 *		22 *		29 *	
						21.3	22.5			22.2	14.8	13.1	13.3	12.8	12.9	12.6	15.9	15.3	
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	56.8	58.1	59.0	60.0	60.7	61.2	61.5	62.3	61.8	62.2	61.7	60.6	58.8	57.9	56.3	55.2
			WK 2	56.5	57.6	58.4	59.5	60.0	61.1	60.9	61.1	61.6	61.6	59.5	59.0	58.6	58.0	54.9	51.1

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. JAN. 27, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 21, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)			10,430 14.0		20,260 27.2				26,080 35.0								
AVERAGE AUDIENCE (Households (000) & %)			8,940 12.0		15,790 21.2				18,330 24.6								
SHARE OF AUDIENCE %			17		30		19.5*		22.8*		22.1*		24.1*		25.0*		26.3*
AVG. AUD. BY 1/4 HR. %			10.8	13.3	18.2	20.9	22.0	23.6	21.2	23.0	23.7	24.5	25.0	25.1	25.7		26.5
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	16,610 22.3				19,440 26.1		23,100 31.0		28,830 38.7								
AVERAGE AUDIENCE (Households (000) & %)	11,850 15.9				16,910 22.7		20,710 27.8		15,200 20.4								
SHARE OF AUDIENCE %	23	15.0*		16.9*	22.7		27.8		20.4		22.4*		19.3*		18.4*		20.3*
AVG. AUD. BY 1/4 HR. %	14.5	15.4	15.7	18.1	21.0	24.4	26.1	29.6	24.4	20.5	19.9	18.8	18.4	18.4	19.7		21.0
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					27,710 37.2		18,250 24.5		20,190 27.1							11,320 15.2	
AVERAGE AUDIENCE (Households (000) & %)					23,690 31.8		15,650 21.0		13,260 17.8							6,780 9.1	
SHARE OF AUDIENCE %					47.7*		31.8		17.8		17.9*		18.5*		18.9*		9.1
AVG. AUD. BY 1/4 HR. %					47.7	47.6	47.7	35.6	22.7	21.1	16.1	15.1	17.6	18.2	18.5	18.6	19.1
<b>W</b>																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	16,090 21.6				17,730 23.8				24,140 32.4								
AVERAGE AUDIENCE (Households (000) & %)	12,140 16.3				14,900 20.0				16,390 22.0								
SHARE OF AUDIENCE %	25	15.3*		17.2*	20.0		19.9*		20.0*		22.2*		21.4*		23.0*		21.5*
AVG. AUD. BY 1/4 HR. %	14.9	15.8	16.7	17.6	19.8	20.0	20.0	20.1	22.2	22.2	21.3	21.4	23.1	22.9	22.6		20.5
<b>E</b>																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	24,880 33.4				21,530 28.9		20,790 27.9		23,910 32.1								
AVERAGE AUDIENCE (Households (000) & %)	21,460 28.8				19,890 26.7		19,440 26.1		17,660 23.7								
SHARE OF AUDIENCE %	44	28.0*		29.6*	26.7		26.1		23.7		22.6*		23.1*		24.3*		25.0*
AVG. AUD. BY 1/4 HR. %	26.8	29.2	29.9	29.3	25.8	27.6	25.8	26.4	22.6	22.6	23.1	23.2	24.0	24.6	24.8		25.3
<b>K</b>																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	14,530 19.5				20,450 27.5										15,200 20.4		
AVERAGE AUDIENCE (Households (000) & %)	12,140 16.3				13,480 18.1										12,290 16.5		
SHARE OF AUDIENCE %	25	15.5*		17.1*	18.1		17.5*		17.7*		18.8*		18.3*		16.5*		16.6*
AVG. AUD. BY 1/4 HR. %	14.8	16.2	16.9	17.4	17.8	17.2	17.6	17.7	18.9	18.6	18.6	18.0	16.4	16.6	16.5		16.6
<b>2</b>																	
<b>TV HOUSEHOLDS USING TV</b>	67.4	69.3	70.4	69.9	69.5	69.7	70.2	70.8	67.9	67.0	66.8	65.6	63.3	61.6	60.9	58.6	
(See Def. 1)	61.6	64.5	66.0	67.1	67.8	68.7	68.5	69.4	67.6	66.9	66.4	65.7	64.4	64.6	63.8	61.3	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) FOR REMAINING RATINGS, SEE OP PAGES.

A-15

(2) "SUPER BOWL XIII POST", NBC, (7:50-8:12PM), FOR REMAINING RATINGS, SEE OP PAGES(S).

(3) PROMO FILL, CBS, (10:57-11:00PM)(SUS.).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SUN. JAN. 28, 1979

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	
W E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,620 6.2 ABC Sunday Night Movie (1) ABC Weekend Report-Sunday AVERAGE AUDIENCE (Households (000) & %) { 4,540 6.1 SHARE OF AUDIENCE % 13 AVG. AUD. BY ¼ HR. % 26.9 6.7 6.0																		
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 8,340 11.2 CBS Sunday Night Movie Late Movie I (2) (OP) AVERAGE AUDIENCE (Households (000) & %) { 6,030 8.1 8.6* 7.8* SHARE OF AUDIENCE % 27 25* 28* AVG. AUD. BY ¼ HR. % 20.4 21.6 22.8 19.0 8.8 8.6 7.9 7.7 7.4																		
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 2,680 3.6 9,760 13.1 2,240 3.0 Weekend NBC Late Night Movie Tonight Show (2) Tomorrow Show (2)(OP) AVERAGE AUDIENCE (Households (000) & %) { 1,120 1.5 5,660 7.6 10.4* 7.5* 4.6* 1,710 2.3 2.5* SHARE OF AUDIENCE % 9 28 30* 27* 23* 17* 17* AVG. AUD. BY ¼ HR. % 10.2 9.1 7.6 2.7 2.4 2.3 11.0 9.7 8.2 6.8 5.8 5.4 2.8 2.2 2.0																		
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,510 7.4 ABC Weekend Report-Sunday AVERAGE AUDIENCE (Households (000) & %) { 5,290 7.1 SHARE OF AUDIENCE % 15 AVG. AUD. BY ¼ HR. % 7.1																		
W E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 6,930 9.3 CBS Sunday News-Bradley Late Movie I (2) (OP) AVERAGE AUDIENCE (Households (000) & %) { 6,630 8.9 9.0* 8.5* SHARE OF AUDIENCE % 18 29 27* 32* AVG. AUD. BY ¼ HR. % 8.9 9.0 9.0 8.3 8.1																		
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,250 5.7 8,720 11.7 2,090 2.8 NBC Late Night Movie Tonight Show (2) Tomorrow Show (2)(OP) AVERAGE AUDIENCE (Households (000) & %) { 2,010 2.7 4,920 6.6 8.4* 6.5* 5.3* 1,640 2.2 2.4* SHARE OF AUDIENCE % 12 25 25* 24* 26* 17* 16* AVG. AUD. BY ¼ HR. % 3.8 3.6 2.9 2.5 2.3 9.2 7.6 7.0 6.1 5.5 4.1 2.6 2.2 2.0																		
	<b>TV HOUSEHOLDS USING TV WK 1</b>	57.5	53.0	46.9	39.2	29.3	24.3	15.9	35.9	32.5	28.8	25.9	22.4	19.5	17.0	15.2	13.2			
	<b>(See Def. 1) WK 2</b>	51.0	42.4	32.2	28.3	25.1	22.1	19.6	35.8	31.6	27.8	25.3	22.0	19.0	16.7	15.1	13.4			

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36.

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(1) FOR REMAINING RATINGS, SEE OP PAGES.

(2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAF (ALPHA).

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 15-19, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)				3,280 4.4				4,470 6.0									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)		2,980 4.0			4,100 5.5								5,290 7.1		6,560 8.8		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
1	TOTAL AUDIENCE (Households (000) & %)				4,470 6.0				4,920 6.6					4,470 6.0		4,400 5.9		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W	TOTAL AUDIENCE (Households (000) & %)				3,200 4.3				4,320 5.8									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)		3,430 4.6			4,250 5.7								5,290 7.1		6,030 8.1		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)				4,170 5.6				5,070 6.8					4,320 5.8		4,250 5.7		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK 1	7.4	9.5	11.6	13.3	14.4	16.0	17.2	18.0	19.7	20.6	21.0	21.6	22.0	23.1	23.3	24.1
(See Def. 1)		WK 2	7.7	10.1	11.9	13.1	14.1	15.9	17.0	18.2	19.4	20.3	21.0	21.3	21.1	22.1	22.7	23.5

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. JAN. 22-26, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 15-19, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,660 7.6		7,750 10.4		5,590 7.5		6,850 9.2		9,830 13.2				9,310 12.5				
	ABC TV	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children <sup>(1)</sup>				One Life to Live				
	AVERAGE AUDIENCE (Households (000) & %)	4,840 6.5		6,480 8.7		4,840 6.5		5,960 8.0		7,600 10.2		10.2*		7,000 9.4		9.0*		5.8*
	SHARE OF AUDIENCE %	27		32		23		27		34		34 *		33 *		29 *		31 *
	AVG. AUD. BY 1/4 HR. %	6.2		6.8		8.3		9.1		6.4		6.7		7.9		8.1		5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,850 9.2		5,360 7.2		7,970 10.7		7,150 9.6				8,270 11.1				8,200 11.0		
	CBS TV	Price is Right 2		Love Of Life <sup>(OP)</sup>		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light				
	AVERAGE AUDIENCE (Households (000) & %)	6,110 8.2		4,920 6.6		7,230 9.7		6,560 8.8				6,480 8.7		8.1*		9.1*		8.8*
	SHARE OF AUDIENCE %	34		25		33		30				28		26 *		29 *		28 *
	AVG. AUD. BY 1/4 HR. %	8.1		8.3		6.6		6.6		9.5		9.9		8.8		8.6		8.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6		5,660 7.6		3,350 4.5		4,400 5.9		4,690 6.3		7,520 10.1				5,890 7.9		
	NBC TV	High Rollers		Wheel of Fortune <sup>(2)</sup>		Jeopardy		Password Plus <sup>(2)</sup>		Hollywood Squares <sup>(3)</sup>		Days Of Our Lives		The Doctors <sup>(2)</sup>				
	AVERAGE AUDIENCE (Households (000) & %)	4,170 5.6		4,990 6.7		2,910 3.9		3,650 4.9		4,100 5.5		5,960 8.0		7.9*		8.1*		5,290 7.1
	SHARE OF AUDIENCE %	23		25		13		17		19		26		26 *		26 *		23
	AVG. AUD. BY 1/4 HR. %	5.6		5.7		6.6		4.0		3.9		4.6		5.2		4.6		7.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6		7,380 9.9		4,840 6.5		7,150 9.6		9,830 13.2				8,940 12.0				
	ABC TV	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children <sup>(1)</sup>				One Life to Live				
	AVERAGE AUDIENCE (Households (000) & %)	4,170 5.6		6,260 8.4		4,250 5.7		6,180 8.3		7,750 10.4		10.5*		6,850 9.2		8.7*		9.7*
	SHARE OF AUDIENCE %	23		30		19		27		33		34 *		29		28 *		30 *
	AVG. AUD. BY 1/4 HR. %	5.3		5.9		7.9		8.8		5.5		5.8		8.2		8.4		5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	7,150 9.6		5,810 7.8		9,010 12.1		7,900 10.6				8,340 11.2				8,420 11.3		
	CBS TV	Price is Right 2		Love Of Life <sup>(OP)</sup>		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light				
	AVERAGE AUDIENCE (Households (000) & %)	6,330 8.5		5,360 7.2		8,200 11.0		7,230 9.7				6,480 8.7		8.2*		9.2*		8.7*
	SHARE OF AUDIENCE %	35		27		37		32				28		26 *		29 *		27 *
	AVG. AUD. BY 1/4 HR. %	8.2		8.9		7.1		7.3		10.9		11.2		9.8		9.5		8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		6,110 8.2		3,730 5.0		4,100 5.5		4,250 5.7		7,450 10.0				6,180 8.3		
	NBC TV	High Rollers		Wheel of Fortune <sup>(2)</sup>		Jeopardy		Password Plus <sup>(2)</sup>		Hollywood Squares		Days Of Our Lives		The Doctors <sup>(2)</sup>				
	AVERAGE AUDIENCE (Households (000) & %)	4,620 6.2		5,440 7.3		3,350 4.5		3,580 4.8		3,650 4.9		5,890 7.9		7.6*		8.3*		5,740 7.7
	SHARE OF AUDIENCE %	25		27		15		16		16		25		24 *		27 *		24
	AVG. AUD. BY 1/4 HR. %	6.1		6.2		7.2		7.4		4.4		4.6		4.7		4.9		7.7
TV HOUSEHOLDS USING TV WK 1		24.5	25.3	26.0	27.4	28.8	29.5	29.2	29.8	29.6	29.8	30.2	30.8	31.1	31.6	31.8	32.7	
(See Def. 1)		WK 2	24.6	25.9	27.0	28.4	30.0	30.7	30.4	30.7	30.4	30.8	30.9	31.2	31.1	31.6	31.8	32.8

U. S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-21 (1) "ABC NEWS BRIEF", (SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

(3) "HOLLYWOOD SQUARES (B)", NBC, WED., (1:00-1:30PM), FOR RATINGS, SEE OP PAGES.

DAY MON.-FRI. JAN. 22-26, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 15-19, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 10,060 13.5 5,660 7.6 10,430 14.0 AVERAGE AUDIENCE (Households (000) & %) { 7,970 10.7 10.1* 11.2* 5,140 6.9 9,160 12.3 SHARE OF AUDIENCE % 31 31* 32* 19 21 AVG. AUD. BY 1/4 HR. % 9.9 10.3 11.1 11.4 7.0 6.7 11.9 12.7																
		General Hospital → Edge of Night MTUTHF (1) ABC World News Tonight																
		Guiding Light → M*A*S*H Match Game '79 MTUTHF (1) CBS Evening News with Walter Cronkite																
		Another World (2) (1) NBC Nightly News																
W E E K 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 10,580 14.2 5,440 7.3 9,690 13.0 AVERAGE AUDIENCE (Households (000) & %) { 7,970 10.7 10.8* 10.8* 4,840 6.5 8,640 11.6 SHARE OF AUDIENCE % 31 32* 30* 18 20 AVG. AUD. BY 1/4 HR. % 10.6 11.1 10.7 10.7 6.7 6.4 11.2 12.0																
		General Hospital (3) → Edge of Night M-TH (4) ← Special (OP) ABC World News Tonight																
		Guiding Light (3) → M*A*S*H M-TH (3)(5) Match Game '79 ← Special (OP) CBS Evening News with Walter Cronkite																
		Another World (2)(3) ← Special (OP) NBC Nightly News																
<b>TV HOUSEHOLDS USING TV WK 1</b>		33.1	34.5	35.3	37.0	35.5	36.7	37.3	39.3	41.9	44.8	47.4	50.5	54.4	56.8	58.6	60.6	
<b>WK 2</b>		33.0	34.6	35.3	37.0	36.5	38.0	37.6	39.1	41.5	44.0	46.0	49.5	54.2	56.9	58.6	60.2	

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "CARTER NEWS CONFERENCE", ABC, CBS, NBC, WED., (4:00-4:37PM)(4:00-4:36PM)(SUS.). (4) "GENERAL HOSPITAL", ABC, FRI., (3:32-4:30PM), FOR REMAINING RATINGS, SEE OP PAGES. DAY MON.-FRI. JAN. 22-26, 1979

(2) "NBC NEWS UPDATE", (SUS.). (5) "GUIDING LIGHT", CBS, FRI., (2:30-3:00PM)(3:31-4:00PM), FOR REMAINING RATINGS, SEE OP PAGES.

(3) "CARTER NEWS CONFERENCE", ABC, CBS, NBC, FRI., (3:00-3:32PM)(3:00-3:31PM)(3:00-3:31PM)(SUS.).



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 20, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,280 4.4		5,220 7.0		6,260 8.4		6,110 8.2		6,850 9.2		7,000 9.4		
	ABC TV					Scooby's All-Stars I	(OP)	Scooby's All-Stars II		Scooby's All-Stars III	(OP)	Challenge of the Superfriends I		Challenge of the Superfriends 2		Challenge of the Superfriends 3	(OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,380 3.2		4,020 5.4		5,290 7.1		4,920 6.6		5,960 8.0		6,180 8.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 2.7	3.8	28 4.8	5.9	30 7.2	6.9	27 6.1	7.2	29 7.9	8.1	30 8.5	8.2	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					4,250 5.7		5,740 7.7		6,930 9.3		8,640 11.6		8,790 11.8		7,150 9.6		
	CBS TV					All New Popeye Hour I	(OP)	All New Popeye Hour II	(OP)	Bugs Bunny/ Road Runner I	(OP)	Bugs Bunny/ Road Runner 2	(OP)	Bugs Bunny/ Road Runner 3	(OP)	Tarzan & the Super Seven I		
	AVERAGE AUDIENCE (Households (000) & %)					3,430 4.6		4,620 6.2		5,810 7.8		6,930 9.3		7,600 10.2		6,330 8.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 3.8	5.3	33 5.9	6.4	33 7.5	8.1	35 9.1	9.5	36 9.9	10.5	31 8.5	8.5	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					2,010 2.7		3,800 5.1		4,540 6.1		5,360 7.2		5,360 7.2		5,740 7.7		
	NBC TV				Baggy Pants & the Nitwits (SUS.)	Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90I		Godzilla Super 90II		Godzilla Super 90III	(OP)	Daffy Duck	(OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,710 2.3		2,830 3.8		3,950 5.3		4,540 6.1		4,540 6.1		4,690 6.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 2.1	2.4	22 3.3	4.4	23 4.9	5.8	24 6.1	6.1	22 6.2	6.1	23 6.2	6.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,130 4.2		5,140 6.9		5,070 6.8		5,590 7.5		5,440 7.3		6,110 8.2		
	ABC TV					Scooby's All-Stars I	(OP)	Scooby's All-Stars II		Scooby's All-Stars III	(OP)	Challenge of the Superfriends I		Challenge of the Superfriends 2		Challenge of the Superfriends 3	(OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,160 2.9		4,170 5.6		4,250 5.7		4,320 5.8		5,070 6.8		5,220 7.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 2.4	3.5	31 5.1	6.0	26 6.1	5.4	23 5.4	6.3	25 6.7	7.0	25 7.4	6.6	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,730 5.0		5,890 7.9		7,380 9.9		9,390 12.6		9,460 12.7		8,270 11.1		
	CBS TV					All New Popeye Hour I	(OP)	All New Popeye Hour II	(OP)	Bugs Bunny/ Road Runner I	(OP)	Bugs Bunny/ Road Runner 2	(OP)	Bugs Bunny/ Road Runner 3	(OP)	Tarzan & the Super Seven I		
	AVERAGE AUDIENCE (Households (000) & %)					2,910 3.9		4,540 6.1		6,260 8.4		8,200 11.0		8,640 11.6		7,520 10.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 3.2	4.6	34 5.7	6.5	37 7.9	8.9	43 10.3	11.6	43 11.5	11.7	36 9.9	10.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					1,560 2.1		3,280 4.4		4,400 5.9		5,360 7.2		5,140 6.9		6,560 8.8		
	NBC TV				Baggy Pants & the Nitwits (SUS.)	Galaxy Goof-Ups		Fantastic Four		Godzilla Super 90I		Godzilla Super 90II		Godzilla Super 90III	(OP)	Daffy Duck	(OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,270 1.7		2,380 3.2		3,500 4.7		4,400 5.9		4,400 5.9		5,290 7.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 1.5	1.8	19 2.7	3.6	21 4.6	4.9	23 5.9	5.8	22 6.1	5.7	25 6.8	7.4	
TV HOUSEHOLDS USING TV		WK 1	4.8	6.0	8.0	9.4	12.3	15.0	17.5	20.4	23.2	24.8	25.6	27.0	27.6	28.5	27.2	27.3
(See Def. 1)		WK 2	4.4	5.7	6.8	9.0	10.6	13.7	16.8	19.6	22.0	22.9	24.5	26.5	26.8	27.0	27.6	28.5

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 20, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,630 8.9		7,000 9.4		5,890 7.9		8,050 10.8										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
CBS TV	TOTAL AUDIENCE (Households (000) & %)	9,240 12.4		8,270 11.1		6,850 9.2		8,270 11.1		5,890 7.9		5,440 7.3						
	Tarzan & the Super Seven 2			Tarzan & the Super Seven 3		Space Academy		Fat Albert and the Cosby Kids		Ark II		30 Minutes						
	AVERAGE AUDIENCE (Households (000) & %)	7,520 10.1		7,000 9.4		5,810 7.8		6,850 9.2		4,770 6.4		4,250 5.7						
	SHARE OF AUDIENCE %	37		33		26		29		20		18						
	AVG. AUD. BY 1/4 HR. %	10.4	9.7	9.4	9.5	7.7	8.0	8.9	9.5	6.0	6.8	5.8	5.5					
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,250 5.7		4,170 5.6		5,220 7.0		3,870 5.2				9,830 13.2						
	Yogi's Space Race I			Yogi's Space Race II		Fabulous Funnies		Bay City Rollers										
	AVERAGE AUDIENCE (Households (000) & %)	3,350 4.5		3,200 4.3		4,100 5.5		2,980 4.0				4,840 6.5						
	SHARE OF AUDIENCE %	16		15		19		13				19						
	AVG. AUD. BY 1/4 HR. %	4.5	4.5	4.6	3.9	5.1	5.9	4.1	3.9			6.7						
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,290 7.1		5,590 7.5		5,510 7.4		5,070 6.8										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,290 7.1		5,590 7.5		5,510 7.4		5,070 6.8										
	SHARE OF AUDIENCE %	27		28		28		24										
	AVG. AUD. BY 1/4 HR. %	6.8	7.3	7.4	7.5	7.0	7.9	6.1	6.1	7.5	7.4							
CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,940 12.0		7,820 10.5		5,590 7.5		7,000 9.4		5,960 8.0								
	Tarzan & the Super Seven 2			Tarzan & the Super Seven 3		Space Academy		Fat Albert and the Cosby Kids										
	AVERAGE AUDIENCE (Households (000) & %)	7,450 10.0		6,560 8.8		5,070 6.8		5,660 7.6		3,580 4.8								
	SHARE OF AUDIENCE %	37		32		25		26		5.0*								
	AVG. AUD. BY 1/4 HR. %	10.6	9.4	9.0	8.5	7.0	6.5	7.5	7.7	5.3	17 *	4.6*						
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,170 5.6		4,400 5.9		4,400 5.9		3,800 5.1				7,970 10.7						
	Yogi's Space Race I			Yogi's Space Race II		Fabulous Funnies		Bay City Rollers										
	AVERAGE AUDIENCE (Households (000) & %)	3,500 4.7		3,500 4.7		3,730 5.0		3,130 4.2				4,020 5.4						
	SHARE OF AUDIENCE %	17		18		19		15				17						
	AVG. AUD. BY 1/4 HR. %	4.7	4.7	4.8	4.7	4.7	5.3	4.4	4.0			5.1						
TV HOUSEHOLDS USING TV WK 1	27.3	27.1	28.1	28.2	29.2	30.8	31.7	32.3	32.8	32.8	31.7	32.7	32.8	33.6	34.5			
	(See Def. 1)	27.1	27.0	27.0	27.2	26.8	27.3	28.5	30.0	30.5	30.3	29.1	30.2	30.8	31.5	30.9		
U.S. TV Households: 74,500,000																		
Half-hour ratings (for immediately preceding and subject quarter-hours)																		
A-27 ~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.																		
(R) Repeat, see page B.																		
(OP) See Other Programs Section: Page A-36																		

DAY SAT. JAN. 27, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 20, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
WEEK 1	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			11,990 16.1						18,550 24.9							6,110 8.2	
	AVERAGE AUDIENCE (Households (000) & %)			7,300 9.8						10,650 14.3							4,990 6.7	
	SHARE OF AUDIENCE %			25						30							28 *	
	AVG. AUD. BY 1/4 HR. %			8.1						13.5							6.7	
WEEK 2	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					5,590 7.5				9,980 13.4							11,770 15.8	
	AVERAGE AUDIENCE (Households (000) & %)					3,650 4.9				6,560 8.8							10,280 13.8	
	SHARE OF AUDIENCE %					13				20							25	
	AVG. AUD. BY 1/4 HR. %					5.4				6.8							13.6	
WEEK 3	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			9,310 12.5													8,790 11.8	
	AVERAGE AUDIENCE (Households (000) & %)			4,320 5.8						5.9*							7,670 10.3	
	SHARE OF AUDIENCE %			18 *						15 *							18	
	AVG. AUD. BY 1/4 HR. %			6.5						6.0							10.1	
WEEK 4	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			11,400 15.3						17,430 23.4								
	AVERAGE AUDIENCE (Households (000) & %)			6,780 9.1						10,360 13.9								
	SHARE OF AUDIENCE %			25						29							30 *	
	AVG. AUD. BY 1/4 HR. %			7.3						11.3							16.0	
WEEK 5	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					5,740 7.7				10,430 14.0							12,960 17.4	
	AVERAGE AUDIENCE (Households (000) & %)					3,430 4.6				5,890 7.9							10,950 14.7	
	SHARE OF AUDIENCE %					13				18							27	
	AVG. AUD. BY 1/4 HR. %					4.7				6.4							14.1	
WEEK 6	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			11,180 15.0													8,050 10.8	
	AVERAGE AUDIENCE (Households (000) & %)			5,890 7.9						8.7*							6,630 8.9	
	SHARE OF AUDIENCE %			16 *						23 *							16	
	AVG. AUD. BY 1/4 HR. %			5.2						9.0							8.7	
TV HOUSEHOLDS USING TV		WK 1	35.5	36.9	37.8	37.7	38.8	39.8	40.5	41.5	43.5	44.9	45.5	47.2	51.3	53.5	55.4	56.6
(See Def. 1)		WK 2	31.1	31.6	33.1	34.6	35.5	37.5	39.5	41.0	42.1	44.3	46.2	47.7	51.6	53.0	54.5	56.4
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subsequent quarter-hour)																		



DAY SUN. JAN. 21, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,650 4.9																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 1,640 2.2 2,090 2.8																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) {																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 3,280 4.4																
W E E K 2	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 1,190 1.6 1,340 1.8 3,350 4.5																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 890 1.2 1,190 1.6 1,710 2.3 2.0* 14 13 12 13 * 1.2 1.1 1.5 1.6 2.1 2.2 2.5 2.5 2.9																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) {																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) {																
TV HOUSEHOLDS USING TV WK 1		3.4	4.1	5.1	5.9	7.0	9.3	11.1	13.3	15.3	18.0	19.5	21.0	21.9	22.5	22.9	23.9	
(See Def. 1) WK 2		4.1	4.9	5.9	6.7	8.1	9.9	12.3	14.5	16.1	17.9	20.9	21.6	22.3	22.7	21.8	23.1	
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subsequent hours)																		



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 21, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,540 6.1		3,650 4.9		3,950 5.3				9,310 12.5								
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,730 5.0		2,830 3.8		2,910 3.9				5,590 7.5								
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	19 4.9		13 5.1		12 3.8				19 5.8		6.5* 7.3		8.5* 8.7				
K	<b>TOTAL AUDIENCE</b> (Households (000) & %)			3,650 4.9		9,830 13.2								6,260 8.4		6,480 8.7		
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			2,610 3.5		4,170 5.6								4,920 6.6		3,500 4.7		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>			11 3.3		17 4.7		4.9* 5.2		5.1* 5.0		5.2* 5.5		6.7* 6.8		5.3* 5.2		
1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					2,830 3.8		11,590 16.1						30,100 40.4				
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					2,460 3.3		6,260 8.4						16,240 21.8				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>					12 3.1		21* 6.9		9.2* 9.1		9.2* 9.2		9.9* 10.5		16.1* 17.4		19.3* 19.1
W	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,020 5.4		2,830 3.8		2,980 4.0								11,550 15.5				
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,050 4.1		2,240 3.0		2,310 3.1								7,000 9.4				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>	16 4.0		12 4.2		11 3.1								24 7.3				
K	<b>TOTAL AUDIENCE</b> (Households (000) & %)			3,580 4.8						4,920 6.6				10,730 14.4				
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			2,910 3.9						3,050 4.1				4,540 6.1				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>			16 3.8						13 3.5		3.7* 4.0		6.5* 5.8				
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)							3,800 5.1		7,750 10.4				10,430 14.0				
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)							3,200 4.3		4,620 6.2				5,590 7.5				
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY 1/4 HR. %</b>							16 4.1		18 4.9		5.3* 5.7		7.0* 7.7				
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	<b>WK 2</b>	25.2	27.3	29.0	30.1	31.0	31.5	33.1	34.5	36.6	38.6	41.1	43.3	45.3	46.9	47.9
		(See Def. 1)		24.9	25.6	25.3	26.0	26.5	27.4	28.7	30.6	31.4	32.7	34.1	35.9	37.5	39.1	40.2

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).  
 VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "PHOENIX OPEN GOLF", CBS, (2:32-4:00PM)(S).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JAN. 28, 1979

**A-35** U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediate comparison)  
~ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.  
(1) FOR REMAINING RATINGS, SEE OP PAGES.

(OP) See Other Programs Section: Page A-36

DAY SUN. JAN. 28, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL TV/SEC/TV AUDIENCE ESTIMATES													
DAY NETWORK TIME (N.Y.T.) PROGRAM				WEEK 1				WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	
QUARTER HOUR													
EVENING MONDAY													
ABC 11.30-12.35AM POLICE STORY-MON. 11.30-12.36AM				11.30 11.45 12.00 12.15 12.30	8,120 10.9	5,890 7.9 26 8.6* 25* 7.5* 28*	8.6 8.6 7.8 7.2 6.7	6,710 9.0	4,690 6.3 23 7.1* 23* 5.6* 23*	7.6 6.7 5.7 5.5 5.2			
EVENING TUESDAY													
ABC 9.37- 9.46PM ABC COMMENTARY(S)				9.45				FOR RTGS SEE PAGE A-5			17.2		
ABC 9.46-10.16PM THREE'S COMPANY				10.15				FOR RTGS SEE PAGE A-5			23.6		
ABC 10.16-11.16PM STARKY AND HUTCH				11.00				FOR RTGS SEE PAGE A-5			16.2		
				11.15							13.5		
ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK 11.46-12.57AM				11.30 11.45 12.00 12.15 12.30	8,940 12.0	5,890 7.9 29 8.6* 27* 7.6* 31*	8.8 8.3 7.9 7.3 7.0	5,360 7.2	3,580 4.8 19 4.9* 18*	6.0 5.3 4.5 4.0			
ABC 12.41- 1.19AM TUESDAY MOVIE-WEEK PART 2 12.57- 1.21AM				12.45 12.30 12.45 1.00 1.15	5,440 7.3	4,690 6.3 36	6.7 6.7 5.9 5.6	3,130 4.2	2,830 4.0* 20* 3.8 24	4.1 4.2 3.8 3.6			
NBC 8.00-10.56PM BIG EVENT-TUE.				11.00				FOR RTGS SEE PAGE A-5			22.5		
				11.15 11.30					22.3* 44*	22.1 20.1			
NBC 11.30-12.00MD NBC NEWS SPECIAL REPORT(S)				11.30 11.45	7,300 9.8	5,810 7.8 25	8.4 7.3						
EVENING WEDNESDAY													
ABC 11.30-12.38AM POLICE WOMAN 11.30-12.37AM				11.30 11.45 12.00 12.15 12.30	8,640 11.6	6,110 8.2 29 8.7* 27* 7.9* 31*	9.1 8.4 8.1 7.8 7.4	7,600 10.2	5,220 7.0 26 7.8* 25* 6.6* 27*	8.4 7.2 6.7 6.4 5.9			
ABC 12.38- 1.21AM MANNIX-WED. 12.37- 1.20AM				12.30 12.45 1.00 1.15	5,360 7.2	4,400 5.9 34 6.2* 32* 5.5* 35*	6.3 6.1 5.6 5.3	3,950 5.3	3,430 4.6 27 4.6* 25* 4.6* 29*	4.7 4.5 4.7 4.5			
EVENING THURSDAY													
ABC 11.30-12.38AM STARKY AND HUTCH-11:30 11.30-12.37AM				11.30 11.45 12.00 12.15	8,640 11.6	6,180 8.3 29 9.0* 27* 8.0* 31*	9.7 8.4 7.9 8.1	7,600 10.2	5,440 7.3 26 7.4* 23* 7.4* 29*	7.9 7.0 7.3 7.4			
CONT'D													



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
EVENING THURSDAY CONT'D																
	ABC	11.30-12.38AM	STARSKY AND HUTCH-11:30-CONT'D	12.30						6.6						6.5
	ABC	12.38- 1.17AM	MANNIX-THURS.	12.30	4,470	6.0	3,800	5.1	29	5.4	4,620	6.2	3,800	5.1	28	5.6
		12.37- 1.19AM		12.45				5.2*	27*	5.1				5.4*	28*	5.3
				1.00						5.0						4.8
				1.15						4.9						4.3
EVENING FRIDAY																
	ABC	11.30-12.35AM	BARETTA-11:30PM	11.30	6,480	8.7	4,990	6.7	19	7.0	7,600	10.2	5,070	6.8	20	7.4
		11.30-12.34AM		11.45				6.9*	18*	6.8				7.2*	19*	7.0
				12.00						6.7						6.7
				12.15				6.7*	20*	6.6				6.6*	21*	6.4
				12.30						5.7						5.8
	NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	6,480	8.7	3,580	4.8	29	7.1	5,440	7.3	2,980	4.0	23	5.1
				1.15				6.3*	32*	5.5				5.0*	25*	4.8
				1.30						4.5						4.2
				1.45				4.3*	27*	4.1				4.0*	23*	3.7
				2.00						4.0						3.1
				2.15				3.7*	26*	3.3				2.9*	20*	2.8
EVENING SATURDAY																
	ABC	8.58- 8.59PM	ABC NEWSBRIEF-SAT.	8.45	16,240	21.8	16,240	21.8	35	21.8						
		9.28- 9.29PM		9.15							18,480	24.8	18,480	24.8	40	24.8
	ABC	11.00-11.15PM	ABC WEEKEND REPORT-SAT.	11.00	7,670	10.3	7,150	9.6	19	9.6	4,170	5.6	3,950	5.3	11	5.3
	CBS	8.57- 8.59PM	NEWSBREAK-SAT.	8.45	11,320	15.2	10,430	14.0	22	14.0	10,650	14.3	10,650	14.3	23	14.3
		9.58- 8.59PM														
	NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	11,700	15.7	11,700	15.7	25	15.7	13,560	18.2	13,560	18.2	30	18.2
	NBC	11.30-12.47AM	SATURDAY NIGHT	11.30							14,450	19.4	10,130	13.6	38	14.7
				11.45										14.7*	37*	14.8
				12.00												14.3
				12.15										13.6*	40*	13.0
				12.30												11.5
				12.45												10.9
	NBC	11.30- 1.11AM	U.S.OLYMPIC TRACK MEET(S)	11.30	10,650	14.3	4,990	6.7	21	9.1						
				11.45				8.5*	22*	8.0						
				12.00						7.5						
				12.15				6.9*	21*	6.3						
				12.30						5.4						
				12.45				5.2*	18*	4.9						
				1.00						4.8						
EVENING SUNDAY																
	ABC	8.58- 8.59PM	ABC NEWSBRIEF-SUN.	8.45	14,900	20.0	14,900	20.0	28	20.0	15,420	20.7	15,420	20.7	30	20.7
	ABC	9.00-11.26PM	ABC SUNDAY NIGHT MOVIE	11.15	FOR RTGS SEE PAGE A-14			25.7*	46*	24.1						
	CBS	8.58- 8.59PM	NEWSBREAK-SUN.	8.45	20,560	27.6	20,560	27.6	39	27.6	16,390	22.0	16,390	22.0	32	22.0
	NBC	8.42-10.42PM	CENTENNIAL	10.30	FOR RTGS SEE PAGE A-14					16.3						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%
EVENING SUNDAY CONT'D																
NBC	8.12-	8.42PM	BROTHERS AND SISTERS(S)	8.30	FOR RTGS SEE PAGE A-14				20.5							
NBC	9.42-	9.43PM	NBC NEWS UPDATE-SUN.	9.00						13,040	17.5	13,040	17.5	26	17.5	
	9.00-	9.01PM		9.30	12,290	16.5	12,290	16.5	25	16.5						
NBC	12.12-	2.13AM	NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16		1.9*		10*	1.5	FOR RTGS SEE PAGE A-17		2.3*		12*	2.4
	11.30-	1.31AM		1.00												2.2
				1.15			1.1*		8*	1.1			2.2*		15*	2.1
				1.30						1.1						1.6
				1.45			1.0*		9*	1.0						
				2.00						1.0						
EVENING MONDAY-FRIDAY																
ABC	9.58-	9.59PM	ABC NEWSBRIEF-M-F	M-F 8.45	16,320	21.9	16,320	21.9	32	19.6	16,840	22.6	17,210	23.1	35	21.8
	8.58-	8.59PM		9.45						23.5						23.1
CBS	8.58-	8.59PM	NEWSBREAK-M-F	M-F 8.45	12,440	16.7	11,700	15.7	23	16.6	11,400	15.3	11,400	15.3	23	15.3
CBS	12.39-	1.25AM	LATE MOVIE II	M-F 12.00	4,840	6.5	3,730	5.0	26	6.7	5,070	6.8	4,170	5.6	30	7.5
	12.42-	1.27AM		12.15			6.2*		24*	5.9			7.1*		28*	6.9
				12.30						5.6						5.9
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F 12.45			5.8*		30*	5.1			6.1*		30*	5.5
				1.00						4.6						5.4
				1.15			4.5*		27*	4.4			5.4*		34*	5.3
				8.45	10,950	14.7	10,950	14.7	21	14.3	10,500	14.1	10,500	14.1	21	12.3
				9.00						16.6						
NBC	11.30-	12.51AM	TONIGHT SHOW	M-F 1.00	FOR RTGS SEE PAGE A-16					3.3	FOR RTGS SEE PAGE A-17					15.9
	11.30-	12.45AM		1.15						3.0						3.7
NBC	1.00-	1.45AM	TOMORROW SHOW	M-TH 1.45	FOR RTGS SEE PAGE A-16		2.3*		19*	2.2	FOR RTGS SEE PAGE A-17		3.5*		22*	3.4
				2.00						2.0			2.5*		21*	2.4
				2.15												1.9
ABC	3.00-	4.00PM	GENERAL HOSPITAL	M-F 4.00							FOR RTGS SEE PAGE A-23					10.1
				4.15												
ABC	4.30-	5.30PM	ABC AFTEFSCHOOL SPECIAL(S)	WED. 4.30									10.2*	30*		10.3
				4.45							10,210	13.7	6,850	9.2	21	8.2
				5.00										8.4*	20*	8.5
				5.15												9.3
CBS	11.54-	12.00NN	CBS MID-DAY NEWS-EDWARDS	M-F 11.45	5,440	7.3	4,770	6.4	24	6.4	6,330	8.5	5,590	10.0*	22*	10.6
CBS	2.30-	3.30PM	GUIDING LIGHT	M-F 3.30							FOR RTGS SEE PAGE A-21		7.5		27	7.5
				3.45												7.6
CBS	4.30-	5.30PM	PHOENIX OPEN GOLF-MON.(S)	MON. 4.30							5,070	6.8	2,830	7.6*	23*	7.6
				4.45										3.8	10	4.3
CONT'D																
														4.0*	11*	3.7

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U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE 4

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY MONDAY-FRIDAY CONT'D																
CBS	4.30-	5.30PM	PHOENIX OPEN GOLF-MON.(-CONT'D	5.00 5.15										3.7*	9*	3.8 3.6
NBC	1.00-	1.30PM	HOLLYWOOD SQUARES(B)	WED. 1.00 1.15	2,530	3.4	2,160	2.9	10	2.9 3.0						
NBC	4.00-	5.00PM	SPECIAL TREAT(S)	TUE. 4.00 4.15 4.30 4.45							8,940	12.0	6,260	8.4 7.9*	22 21*	7.9 7.8 8.8 9.2
DAY SATURDAY																
ABC	8.26-	8.30AM	SCHOOLHOUSE ROCK-8.26AM	8.15	3,280	4.4	2,980	4.0	31	4.0	3,280	4.4	2,830	3.8	32	3.8
ABC	9.26-	9.30AM	SCHOOLHOUSE ROCK-9.26AM	9.15	5,360	7.2	4,840	6.5	26	6.5	4,320	5.8	3,870	5.2	23	5.2
ABC	10.56-	10.59AM	SCHOOLHOUSE ROCK-10.56AM	10.45	5,740	7.7	5,440	7.3	26	7.3	4,770	6.4	4,470	6.0	21	6.0
ABC	11.26-	11.29AM	SCHOOLHOUSE ROCK-11.26AM	11.15	5,220	7.0	4,990	6.7	26	6.7	5,510	7.4	5,220	7.0	27	7.0
ABC	11.56-	11.59AM	SCHOOLHOUSE ROCK-11.56AM	11.45	6,330	8.5	6,030	8.1	29	8.1	5,140	6.9	4,690	6.3	23	6.3
ABC	3.30-	5.04PM	PRO BOWLERS TOUR	5.00	FOR RTGS SEE PAGE A-28					12.3						
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	4,320	5.8	4,170	5.6	37	5.6	3,870	5.2	3,650	4.9	36	4.9
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	5,220	7.0	4,690	6.3	31	6.3	4,990	6.7	4,620	6.2	32	6.2
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM	9.15	6,260	8.4	6,110	8.2	33	8.2	7,000	9.4	6,710	9.0	39	9.0
CBS	9.59-	10.02AM	IN THE NEWS- 9.59AM	9.45 10.00	7,080	9.5	7,000	9.4	34	9.3 9.4	8,570	11.5	8,270	11.1	42	11.2 11.0
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	8,640	11.6	7,820	10.5	37	10.5	9,690	13.0	8,570	11.5	43	11.5
CBS	11.33-	11.36AM	IN THE NEWS-11.33AM	11.30	7,300	9.8	7,150	9.6	34	9.6	7,150	9.6	6,930	9.3	34	9.3
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	7,150	9.6	6,560	8.8	31	8.8	7,000	9.4	6,560	8.8	32	8.8
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	5,810	7.8	5,360	7.2	23	7.2	4,770	6.4	4,400	5.9	22	5.9
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	7,080	9.5	6,780	9.1	28	9.1	5,890	7.9	5,440	7.3	25	7.3
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	5,440	7.3	4,840	6.5	20	6.5						
NBC	10.27-	10.29AM	METRIC MARVELS-10:27AM	10.15	4,620	6.2	4,400	5.9	21	5.9	4,320	5.8	4,170	5.6	20	5.6
NBC	10.57-	10.59AM	METRIC MARVELS-10:57AM	10.45	4,250	5.7	4,170	5.6	20	5.6	5,220	7.0	5,140	6.9	24	6.9
NBC	11.57-	11.59AM	METRIC MARVELS-11:57AM	11.45	3,050	4.1	2,980	4.0	14	4.0	3,870	5.2	3,730	5.0	19	5.0
DAY SUNDAY																
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	3,130	4.2	2,830	3.8	13	3.8	2,090	2.8	1,940	2.6	10	2.6
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM-SUN.	8.15							1,040	1.4	890	1.2	13	1.2
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM-SUN.	8.45							1,340	1.8	1,270	1.7	13	1.7
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM-SUN.	9.15	1,790	2.4	1,710	2.3	13	2.3						
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM-SUN.	9.45	2,090	2.8	1,860	2.5	12	2.5						
CBS	12.00-	2.04PM	NBA BASKETBALL GAME	2.00	FOR RTGS SEE PAGE A-32					8.4						
	1.45-	4.09PM		4.00							FOR RTGS SEE PAGE A-33					6.6